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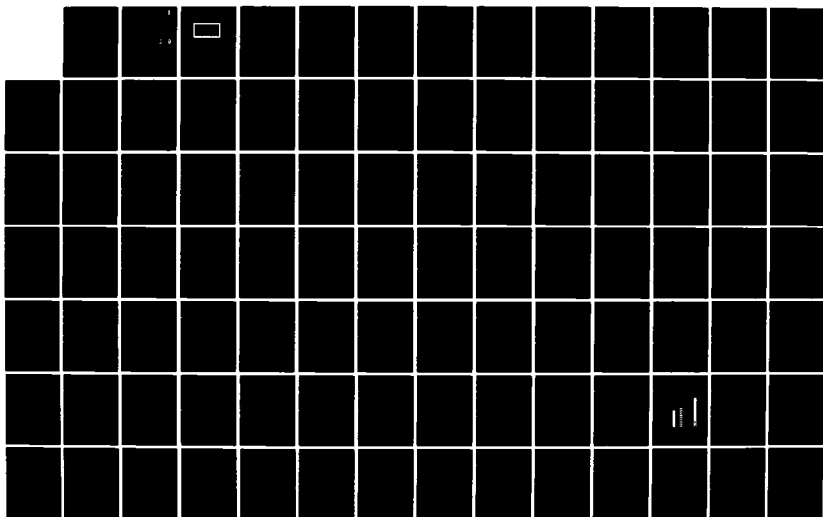
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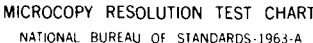
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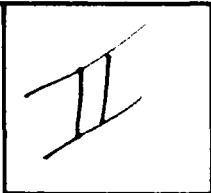




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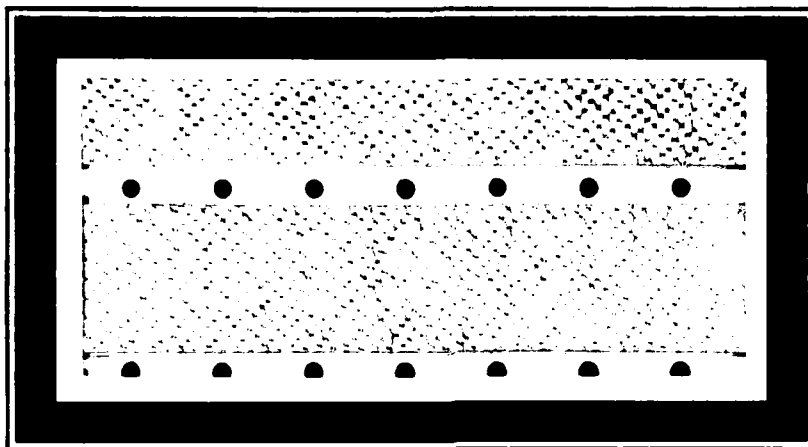
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**RESERVE COMPONENT
ATTITUDE STUDY**

WAVE IV

**1981 TRACKING STUDY
VOLUME I
MAJOR FINDINGS AND IMPLICATIONS**

May, 1982

Prepared for:

**Office of Assistant Secretary of Defense
(Manpower, Reserve Affairs and Logistics)
The Pentagon
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19. ABSTRACT (Continue on reverse if necessary and identify by block number) The Reserve Component Attitude Study (RCAS) is an annual series from 1978 to 1982 surveying the propensity of men and women to enlist in the Selected Reserve Forces (Guard/Reserve). The study is conducted through a random digit dialing telephone survey of the NPS respondents. The veterans sample was selected from listings provided by the Department of Defense. In 1983 RCAS underwent a reconfiguration and was renamed Veterans Attitude Tracking Study (VATS). The purpose of RCAS is to discover issues relevant to enhancing the number and quality of those enlisting in National Guard and Reserve Forces. Data was collected to determine individuals' reasons for wanting to enlist in the Guard/Reserve from samples of Prior service (PS) men and women and Non-prior (NPS) service men and women. Individuals sampled were divided into categories of those with a negative propensity to enlist and those with a positive propensity to enlist.					
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RCAS 1981 data were collected in the Fall of 1981 from a nationally represented sample of 1,181 NPS males and 1,096 NPS females (ages 17 to 26) and from 1,812 PS males and 572 PS females recently separated from the Active Forces.

Volume I of the study contains the Major Findings and Implications. It provides an integrated discussion of the current level of propensity to enlist in the Guard/Reserve, significant factors affecting propensity, and implications of the results for developing strategies for enhancing recruitment and accession effectiveness. Some results of the study are as follow:

- o The percentage of respondents with positive enlistment propensity increased significantly from 1980 to 1981 among PS males, but decreased significantly over the period among NPS males. No significant changes in propensity occurred among NPS females or PS females.
- o Guard/Reserve enlistment propensity among Veterans in all PS sample segments increased significantly under a bonus program.

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OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE

WASHINGTON, D.C. 20301

3 June 1982

MANPOWER
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MEMORANDUM FOR DISTRIBUTION

SUBJECT: 1981 Reserve Component Attitude Study (RCAS)

This report is the fourth of a continuing research series. The series is funded as an element of the Joint Market Research Program (JMRP). We work with the Services through the Joint Market Analysis and Research Committee (JMARC) to assure that these studies are responsive to common recruiting and policy needs.

The report has been cleared for public release by the Office of the Assistant Secretary of Defense (Public Affairs)(DFOSIR).

The point of contact for questions, comments or requests concerning this study is J. J. Miller at Defense Manpower Data Center, Autovon 221-0530, Commercial 202-325-0530.

G. Thomas Sicilia

G. Thomas Sicilia
Director, Accession Policy

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E X E C U T I V E S U M M A R Y

This study is the fourth of an annual series that surveys the propensity of Non-Prior Service (NPS) and Prior Service (PS) men and women to enlist in the Selected Reserve Forces. Data were collected in the Fall of 1981 from a nationally representative sample of 1,181 NPS males and 1,096 NPS females (ages 17 to 26) and from 1,812 PS males and 572 PS females recently separated from the Active Forces.¹⁾

PROPENSITY (Section 3)

Propensity to Enlist in the National Guard or Reserve

The percentage of respondents with positive enlistment propensity²⁾ on the standard questions increased significantly from 1980 to 1981 among PS males, but decreased significantly over the period among NPS males. No significant changes occurred among NPS females or PS females, although the PS females did show a tendency to increase in positive propensity.

	PERCENT POSITIVE			
	1978	1979 ³⁾	1980	1981
Non-Prior Service Males ⁴⁾	24.7	19.7	22.9	19.1
Non-Prior Service Females ⁴⁾	12.9	8.8	8.7	8.7
Veteran Males	22.1	20.4	21.3	24.4
Veteran Females	N.A.	22.3	21.9	23.9

- 1) The prior service sample included Veterans who have separated from active duty after less than six years have passed since they initially entered active duty and who were eligible for reenlistment at separation. All the male Veterans were Mental Category III or above by the tests current during their active duty (not renormed) to insure a sample composed of PS men desirable to the Reserve components.
- 2) Positive propensity is defined as the individual saying that he or she would definitely enlist or probably enlist in at least one of the six National Guard or Reserve components.
- 3) The 1979 NPS samples were split between those NPS respondents interviewed before the onset of the November 4 Iranian Crisis and those interviewed during the crisis. The numbers presented here represent the pre-crisis samples since they are most comparable to the 1978 and 1980 samples.
- 4) Excluding 17 to 17 1/2 year olds from 1981 samples, to conform with samples of earlier waves.

Comparing 1981 to 1980, propensity decreased for every component, among NPS males -- there was a statistically significant decrease for the Air National Guard.

COMPONENT	PERCENT NPS WITH POSITIVE PROPENSITY ¹⁾							
	MALES				FEMALES			
	1978	1979	1980	1981	1978	1979	1980	1981
Air Force Reserve	12.4	10.0	11.3	10.1	7.5	4.9	4.4	4.5
Air National Guard	10.3	9.4	10.8	7.9	5.6	3.8	2.6	2.8
Army National Guard	12.7	11.3	10.6	9.9	7.0	3.5	4.0	4.9
Army Reserve	11.0	9.4	9.6	9.4	6.3	3.9	3.8	4.0
Marine Corps Reserve	7.2	5.6	7.2	6.0	4.3	2.3	2.9	2.5
Navy Reserve	9.6	8.5	9.0	8.3	5.6	3.5	4.4	3.8

In contrast, among Veterans males, propensities have increased to a statistically significant degree for both the Air Force Reserve and the Air National Guard.

COMPONENT	PERCENT VETERANS WITH POSITIVE PROPENSITY							
	MALES				FEMALES			
	1978	1979	1980	1981	1978	1979	1980	1981
Air Force Reserve	6.9	6.8	6.5	8.9	N.A.	8.5	9.0	10.7
Air National Guard	7.6	6.5	6.1	9.0	N.A.	7.0	6.8	8.3
Army National Guard	10.9	8.2	9.1	10.2	N.A.	10.2	9.4	9.4
Army Reserve	11.4	8.5	9.1	9.7	N.A.	10.4	10.8	12.8
Marine Corps Reserve ²⁾	5.0	4.3	4.2	5.7	N.A.	N.A.	N.A.	N.A.
Navy Reserve	5.9	5.3	5.7	7.1	N.A.	10.9	7.4	8.1

Significant increases in propensity have taken place from 1980 to 1981 among respondents looking for work among both the NPS and PS samples, while significant decreases have taken place among employed NPS men. These data suggest that changes in the civilian economy affect the enlistment of employed persons and unemployed persons in different ways.

- 1) Excluding 17 to 17 1/2 year olds from 1981 samples, to conform with samples of earlier waves.
- 2) Female Veterans of the Marine Corps were not included in the sample.

Top-of-Mind Enlistment Propensity

A spontaneous measure of enlistment propensity was included in the 1981 survey. About 3 percent of NPS men and 1 percent of NPS women said they would be likely to serve in the military in the next year or two, when asked an open-ended question prior to the normal propensity questions.

Thus, when the option for military service is not explicitly raised, as it is in the closed-ended standard propensity items, a much lower estimate of enlistment propensity is obtained.

Perceived Likelihood of Serving as an Officer

Nearly half the respondents with positive propensity in each sample say they are likely to serve as officers. This perception is greater among positive propensity respondents with more education, but it is present to a significant degree even among high school dropouts.

Enlistment Propensity Among 17 to 17 1/2 Year Old NPS Men and Women

The 1981 survey included young men and women between the ages of 17 and 17 1/2 years old for the first time. Significantly more of the 17 to 17 1/2 year old men than the 17 1/2 to 26 year old men have positive enlistment propensity (one-half, as compared to just over one-fifth, respectively).

The inclusion of 17 to 17 1/2 year old NPS personnel in the 1981 samples raised overall enlistment propensity to a statistically significant degree among NPS males, but not among NPS females. The sample change also raised almost all component propensities.

POSITIVE PROPENSITY TO ENLIST IN THE GUARD/RESERVE FOR SAMPLE WITH AND WITHOUT 17 YEAR OLDS

(IN PERCENT)

COMPONENT	NPS MALES			NPS FEMALES		
	17 to 17 1/2	17 1/2 to 26	Total Sample	17 to 17 1/2	17 1/2 to 26	Total Sample
Army National Guard	18.2	9.9	10.5	8.6	4.9	5.1
Army Reserve	12.2	9.4	9.6	1.7	4.0	3.9
Air National Guard	19.5	7.9	8.8	8.6	2.8	3.1
Air Force Reserve	19.5	10.1	10.7	12.1	4.5	5.0
Navy Reserve	17.1	8.3	8.9	6.8	3.8	3.9
Marine Corps Reserve	15.8	6.0	6.7	5.2	2.5	2.7
Any component	50.0	19.1	21.2	15.5	8.7	9.0

The 17 to 17 1/2 year old individuals are also more likely to be looking for work, or looking to change jobs in the next six months to a year. Other 1981 sample changes did not affect the pattern of results significantly.

Demographic and Experiential Profiles of Positive and Negative Propensity Subgroups

Positive propensity subgroups differ from negative propensity subgroups in each sample, on a number of demographic and experiential variables.

In the NPS samples, positive propensity individuals differ to a statistically significant degree from negative propensity individuals in that they are:

- . Likely to be younger
- . Likely to be single
- . More likely to be attending high school, planning further education, and consequently are likely to have completed less formal education
- . Likely to have lower high school grades
- . Less likely to be employed, and if they are employed likely to work fewer hours per week
- . Likely to have fathers with less education
- . More likely to be living at home with their parents
- . More likely to be a member of a minority group

Prior Service men and women with positive propensity differ to a statistically significant degree from those with negative propensity in that they are:

- . More likely to be planning to attend school
- . Likely to have more siblings
- . Less likely to have lived with their father during childhood
- . More likely to be a member of a minority group

In terms of military experience, positive propensity individuals from both the male and the female Prior Service samples are:

- . More satisfied with their experience in the Active Forces
- . More likely to have been assigned to a job in the Active Forces which used their MOS, AFSC or specialty skills

These patterns tend to confirm the results of earlier waves of the survey.

PRIOR SERVICE SAMPLE SEGMENTATION (Section 4)

Demographic segmentation of the PS samples allows for identification of specific market groups with high propensity for Guard/Reserve service and of groups which may react positively to specific incentive programs. Thus, segmentation analysis results can be used to design enlistment programs and target them to the market groups in which they are likely to have the greatest appeal.

PS Sample Segments Characteristics

The PS sample members (men and women) were segmented in terms of selected demographic characteristics. Five distinct segments resulted from the analysis. Each segment is composed of individuals similar on a number of demographic characteristics, although many individuals in a given segment do not possess all the characteristics of that segment. The characteristics of the segments, and labels assigned for convenience of discussion are:

- White, likely to be in school, with parents who have more formal education -- "White Middle Class."
- Employed this year and a year ago, have a higher propensity for factory work, likely to work on weekends, and to work overtime, men, likely to be married -- "Working Men."
- Now in school, unemployed or employed part-time, have higher education, using or planning to use financial assistance for education -- "Students."
- Single, unlikely to be planning to work in an office job, didn't live with their fathers during childhood, unlikely to know their parents' education, report C averages or below in high school, and have completed no formal education after high school -- "Singles."
- Men, likely to be members of a minority group, likely to be working in a factory, married, with more dependents, have spouses that work, have many siblings, and plan to attend school -- "Minority Family Men."

A measure of education completion was developed. Comparisons of the five PS sample segments on this measure showed that PS respondents in the Student segment and the White Middle Class segment were most likely to have obtained a standard high school diploma and to have been A or B students in high school. PS respondents in the "Singles" segment were most likely to have obtained a Graduate Equivalency Degree (GED) or to have been high school dropouts.

Enlistment Propensity Among the PS Sample Segments

Among the five PS sample segments, the Minority Family Men are significantly more likely to have positive propensity to enlist in the Guard/Reserve (39 percent compared to 24 percent positive propensity in the total PS sample). Furthermore, they are not more likely than other PS men and women to have a propensity to enlist in the Active Forces. Thus, over one Minority Family Man in four has positive propensity to enlist in the Guard/Reserve but not in the Active Forces. Therefore, this group demonstrates a greater interest to a statistically significant degree in Reserve service than in return to active duty.

Minority Family Men are also more likely than other PS men and women to say that they plan to engage in enlistment related behaviors (i.e., send for literature, talk to a recruiter and find out more about enlistment benefit programs).

Minority Family Men are more likely than others to be planning further education. These men are also more positive toward community and religious activities than are other PS men and women. Thus, they may respond to recruiting appeals which feature the community service aspects of Guard/Reserve service as well as the training options it provides.

Enlistment Propensity Under Incentive Programs -- PS Sample Segments

Guard/Reserve enlistment propensity among Veterans in all PS sample segments increased significantly under a bonus program with hypothetical bonuses ranging from \$2,000 to \$4,000.¹⁾

Bonuses produced the largest increase in Guard/Reserve enlistment propensity among the Middle Class White sample segment. In this segment, enlistment propensity doubled under a hypothetical \$4,000 cash bonus (from 22 percent with initial propensity to 44 percent with positive propensity).

Education incentives of tuition assistance ranging from \$1,000 to \$2,000 per year for up to four years produced increased enlistment propensity only among the Student and the Middle Class White PS sample segments. Thirteen (13) percent of the Middle Class Whites and 12 percent of the Students converted from negative to positive propensity under a hypothetical program which would make up to \$2,000 per year available in tuition assistance.

Both the bonus and education benefit programs increased the number of PS individuals with positive propensity and changed the demographic composition of the PS pool of potential accessions.

1) Incentive questions did not specify length of commitment, in order to maintain comparability with standard enlistment propensity measure.

Skills Training Incentive Programs

Almost two PS men and women in five say that their enlistment propensity would increase if they could be sent to a full-time school to learn a new skill.¹⁾

Significantly more of the Minority Family Men (almost half), said that being able to attend full-time school for a new skill would increase their enlistment propensity.

One-third of the PS men and women said that being sent to school on a part-time basis would increase their enlistment propensity. No significant differences emerged among the PS Sample Segments with respect to this hypothetical program.

ENLISTMENT PROPENSITY UNDER BONUS AND EDUCATION INCENTIVES NPS SAMPLE (Section 5)

NPS men and women who were either currently attending school or who were planning to attend school were more likely than others to convert to positive propensity under hypothetical education benefits.

NPS men who convert to positive propensity under bonus programs are more likely than those with initial positive propensity to have received a standard high school diploma and to have been A or B students while in high school.

	PERCENT WHO BECOME POSITIVE PROPENSITY UNDER BONUS PROGRAM	
	<u>Males</u>	<u>Females</u>
(Baseline propensity)	(21.2)	(9.0)
<u>Cash bonuses</u>		
\$2,000 bonus	--	9.9
\$3,000 bonus	9.2	14.7
\$4,000 bonus	16.2	18.7
<u>Educational benefits</u>		
Tuition assistance of \$1,000 per year for up to 4 years	--	8.5
Tuition assistance of \$1,500 per year for up to 4 years	--	11.8
Tuition assistance of \$2,000 per year for up to 4 years	8.4	17.9

-- Difference from baseline not statistically significant.

1) The RCAS questionnaire item did not specify if further skills training was military or civilian.

Among the NPS women, the total percentage with positive enlistment propensity under the highest levels of both the hypothetical bonus program and the hypothetical education benefits triples from the initial overall propensity level (from 9 percent to 27 percent).

NPS men who convert to positive propensity under incentives are likely to be older, employed, more educated and white, compared to those who are initially positive. However, NPS men and women who convert to positive propensity are more similar to those with initial positive propensity than they are to NPS men and women who do not increase their enlistment propensity under hypothetical incentive programs.

	NPS MALES		
	Have Initial Positive Propensity	Become Positive Propensity	
		Bonuses	Education Benefits
Average age	20.1 years	21.1 years	20.8 years
Education ¹⁾	3.14	3.93	3.93
Percent employed	67%	76%	71%
Percent white	66%	82%	80%

1) 1 = less than high school graduate, 5 = college graduate or more.

Thus, incentive programs are likely to have a larger impact upon the size of the NPS pool of positive propensity individuals than upon the composition of that pool.

Incentive programs may also increase propensity among those who are initially positive. Analyses showed that 4 percent of the NPS men and 1 percent of the NPS women increased their enlistment propensity from "probably enlist" to "definitely enlist" under the incentive programs.

	PERCENTAGE WHO CONVERT FROM PROBABLY ENLIST TO DEFINITELY ENLIST UNDER INCENTIVE PROGRAMS	
	NPS Males	NPS Females
(Baseline propensity)	(21)	(9)
Cash bonuses	4%	1%
Educational benefits	3%	1%

BARRIERS TO ENLISTMENT (Section 6)

Persons with a positive propensity to enlist may encounter barriers which preclude doing so or makes it difficult to a point where interest diminishes substantially. Two such potential barriers were examined in this study. The first was the perception of whether or not one can transfer or go inactive if one moved to another geographic location. The second was the perceived availability of Guard/Reserve unit which one can join.

Perceived Ability to Transfer or Go Inactive

The perceptions of the ability to transfer or go inactive if one moved is shown below.

	<u>NPS</u>		<u>PS</u>	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
<u>Perceive opportunity to transfer or go inactive if moved to another geographic area</u>				
Yes	53%	51%	47%	50%
No	17	19	40	41
Don't know	<u>30</u>	<u>30</u>	<u>13</u>	<u>9</u>
	100%	100%	100%	100%

For many NPS males and females, the perceived opportunity to transfer to another unit or go inactive may indeed be a barrier to enlistment. About 20 percent do not perceive an opportunity to transfer to another unit or go inactive; while 30 percent do not know whether they would have an opportunity. Providing information that it is possible to transfer to another unit or go inactive might be useful in reducing this barrier.

	<u>NPS Males</u>	<u>NPS Females</u>
<u>Is there a Guard/Reserve unit close enough to join:</u>		
Yes	70%	62%
No	12	7
Don't know	<u>18</u>	<u>31</u>
	100%	100%

Perceived Availability of a Guard/Reserve Unit

The perceived availability of a unit close enough to join is high for NPS males and females. However, a considerable number of NPS males and females do not know whether there is a unit close enough to join. If information were made available, it might reduce the perceptual barriers to enlistment for some people with an interest in enlisting.

	<u>PS Males</u>	<u>PS Females</u>
Tried to find a unit close enough	48%	47%
Found a unit ¹⁾	92%	91%
Unit had opening ²⁾		
Yes	41%	28%
No	24%	28%
Don't know	35%	44%

1) Of those who tried to find a unit.

2) Of those who found a unit.

The barrier for PS individuals is not one of unit availability as much as it is finding a fit between themselves and the unit. Only 41 percent of PS males and 28 percent of the PS females, who find a unit report finding an opening to fit their skills.

ATTITUDES TOWARD DRAFT REGISTRATION PROGRAMS AMONG YOUNGER NPS INDIVIDUALS (Section 7)

Attitudes Toward Draft Registration

In both 1980 and 1981, favorability toward a program of draft registration¹⁾ of young men increased significantly from the 1979 levels among those affected directly by it -- the 17 1/2 and 18 year old men.

Favorability toward draft registration¹⁾ for both men and women continued to increase in 1980 and 1981 among young NPS women, within the context of the Supreme Court decision that draft registration programs need not apply to women.

1) The questionnaire item specified that an actual draft would occur only in the event of a national emergency.

ATTITUDES TOWARD DRAFT REGISTRATION
YOUNG NPS SAMPLE
(PERCENT FAVORABLE)

	NPS MALES			NPS FEMALES		
	17 to 18 YEAR OLDS	17 to 18 YEAR OLDS	17 to 18 YEAR OLDS	17 to 18 YEAR OLDS	17 to 18 YEAR OLDS	17 to 18 YEAR OLDS
	1979	1980	1981	1979	1980	1981
Draft registration for men only	52	61	63	50	51	55
Draft registration for all young people	45	50	47	25	37	40

Attitudes Toward a National Service Requirement

NPS men and women were also asked for their reactions to a national service requirement in which all young people would be required to serve but in which they could choose the form of service. Such a requirement was favored by significantly fewer NPS respondents in 1981 (about two in five) than in 1980 (about half).

Attitudes Toward a Draft into the Individual Ready Reserve

Attitudes toward a draft into the Individual Ready Reserve (IRR) were measured for the first time in 1981. In a plan under consideration at the time of the survey, an actual draft of men would occur. These men would go through six months of basic training and then serve 7 1/2 additional years as Ready Reservists. Only about 40 percent of the NPS men and women said they favored a draft to fill the Individual Ready Reserve.

ATTRACTION TO INDIVIDUAL READY RESERVE (IRR) AMONG
PS MEN AND WOMEN (Section 8)

IRR Propensity Under Incentive Programs

Propensity to enlist in the IRR and attitudes toward the IRR have not been examined in previous RCAS. However, as concern has been expressed about shortfalls in the manning of IRR and the role of the IRR in the AVF, questions relating to increasing the attractiveness of the IRR to PS men and women were included in this RCAS.

	<u>PS Men</u>	<u>PS Women</u>
<u>Percent with positive likelihood for each IRR benefit program:¹⁾</u>		
A \$600 bonus	25.9	25.3
An opportunity to participate in a low cost group life insurance program	24.5	21.7
An opportunity to participate in refresher training program with full pay, and a monetary bonus of \$500 for three years of service	28.9	30.6

The best combination for increasing the likelihood of reenlistment in the IRR was a package offering an opportunity to participate in a refresher training program with full pay and a monetary bonus of \$500 for three years of service. The second ranked incentive is a straightforward \$600 bonus. The value of a cash related incentive is the same for PS men and for PS women. In general, the data point to the value of cash or a cash-translatable incentive for increasing the attractiveness of IRR reenlistment.

Attitudes Toward IRR Extensions

<u>Type of IRR extension</u>	<u>PS MEN</u>			<u>PS WOMEN</u>		
	<u>Favor</u>	<u>Neither</u>	<u>Opposed</u>	<u>Favor</u>	<u>Neither</u>	<u>Opposed</u>
Extension of 6-year military service obligation to 10 years	16%	21%	63%	17%	21%	62%
3-year extension military service obligation for veterans who reenlist	16%	22%	62%	18%	23%	59%

When alternative proposals to increase the IRR, not including incentives are tested, the response is predominantly negative. Furthermore, PS males and females say that they would not be likely to enlist under the latter condition.

¹⁾ Percent who said they would "definitely enlist" or "probably enlist" in the IRR if they could receive the specified incentive.

The desirable situation for recruiting is one in which discrete markets exist for the different available products, i.e., the Selected Reserve and the IRR. In such a situation competition for the same potential enlistee is minimal. A preliminary evaluation of this possibility revealed that PS individuals who are only interested in the IRR are likely to be those who accept only a low level of involvement and are influenced by monetary incentives. In contrast, those PS individuals who only are interested in the Selected Reserve are more attracted to active participation and have lifestyles which can support active participation. Appeals geared to these differences could optimize the recruitment of the most suitably psychologically disposed individual for the best Reserve function, i.e., the Selected vs. IRR.

1.0 ORIENTATION

1.1 Background

The transition from the draft to the All-Volunteer Force (AVF) focused attention on the need to understand the variety of mechanisms that affect voluntary enlistments. Whereas voluntary enlistments had comprised only a portion of the force, under AVF they make up the entirety.

The voluntary nature of the transaction with potential enlistees has focused the Department of Defense on the need to consider the nature of its product -- military service --, its positioning, and its promotion efforts through advertising and recruiting.

A basic and integral part of the AVF approach is adequately manned and prepared Selected Reserve Components, composed of prior service personnel completing their military service obligation, and of non-prior service personnel given initial basic training and specialty training. These components are part-time military units requiring a specific number of training periods each year, and provide back-up capability for the Active (full-time) Forces.

After the initial implementation of the AVF, little attention was given to issues of recruiting for the Guard/Reserves. It was then recognized that the Guard/Reserve would be having a harder recruitment job in the late 70's and the 80's than when the ranks were filled by persons not wanting to serve in the Active Forces during the Vietnam war. This being the case, it was deemed important to gain a better understanding of the enlistment process and to further such understanding by systematic tracking of the

propensity to enlist over time and the related exploration of the many factors which affect this propensity. To achieve such an understanding, OASD (MRA&L) initiated the Reserve Components Attitude Study (RCAS) in 1977. These studies have concentrated on tracking the propensity to enlist, demographic correlates of enlistment, awareness of recruiting efforts and incentives and benefits, values and attitudes ostensibly related to propensity, the role of important influencers and the effects of complex national and geopolitical events.

In accordance with MRA&L's thinking that a market research orientation was appropriate to understand how to effectively market the Guard/Reserve, ARBOR has in prior work:

- Attempted to analyze the market -- i.e., develop a detailed description of the characteristics and attitudes of individuals who have positive propensity to enlist in a Guard/Reserve Component.
- Evaluated the awareness and appeal or potential appeal of current and new product features -- e.g., the reaction to current benefits, changes in benefits, current and possible changes in length of enlistment, timing of Unit Training Assemblies (UTA's), etc.
- Estimated the effects of market conditions which influence purchase (enlistment) decisions -- i.e., attempted to understand in an integrated fashion how attitudes, values, perceptions of risk and benefits affect propensity and how they might be affected by current and changing economic, political and social variables.

An understanding of what has been accomplished in prior RCAS waves, what areas need to be explored and the value of the areas to be researched can be reviewed by reference to the results of these studies which are summarized in Appendices A and B or by a review of the prior reports.

The market research orientation has also been used in the current study.

1.2 This Study

This report is the fourth in a series exploring issues relating to the accession of enlisted personnel in the Guard/Reserve. Each of these studies has focused on identifying and tracking the factors associated with enlistment propensity.

The data for this study were collected during November and December, 1981, from:

- 1181 men, 17 to 26 years of age, without prior military service experience,
- 1096 women, 17 to 26 years of age, without prior military service experience, and
- 2384 persons with prior military experience (Veterans), who have separated from active duty after at least two years of service, are eligible for reenlistment, and not in the Selected Reserve at present, with at least one year remaining under their military service obligation (Individual Ready Reserve or Selected Reserve).¹⁾

1) The veteran women do not have a remaining military obligation since they entered active duty prior to Fiscal Year 1978 institution of 6 year obligations for women who enlist in the military.

Among the Veterans, 1812 were men, including approximately 500 each with prior service in the Army, Navy, or Air Force, and 297 with prior service in the Marine Corps.

The remaining Veterans were women, including approximately 300 with prior service in the Army, and 270 with prior service in the Navy or Air Force.

Most importantly, this study: 1) reports expected effects of potential changes in Guard/Reserve policies on Guard/Reserve enlistments of key target segments, 2) presents a segmentation of the prior service (PS) respondent in order to assist DoD to better understand the PS respondent and identify the appeal of various incentives designed to attract the Veteran into the Guard/Reserve, and 3) considers factors related to the propensity of PS personnel to enlist in the Individual Ready Reserve (IRR).

1.3 Organization of the Report

The report on the 1981 Guard/Reserve Tracking Study is presented in two volumes.

Volume I compares the current level of propensity to enlist in the Guard/Reserve to the levels of previous years, the demographic characteristics of respondents who say they are likely to enlist, analyses of the potential effects of changes in recruiting policies, and implications for enhancing recruitment effectiveness.

Volume II provides the basic data on all questions posed to the respondents in 1981, with annotated highlights.

1.4 Organization of this Volume

The goals of this volume are to provide the basic tracking data, a summary interpretation of data relevant to current policy issues, and implications of the data for accessions policy. A brief overview of the major findings and the recommendations from the previous tracking studies appears in the Appendix of this volume.

This report begins with a presentation of the study methods, procedures and definitions (Section 2.0). This is followed in Section 3.0 with the tracking data on enlistment propensity. Data relevant to current policy issues are presented in Section 4.0 through Section 8.0. Each of these four sections covering policy issues are organized around several key questions:

Section 4.0 Are there identifiable demographic segments of prior service men and women? Are some segments more likely to have positive propensity to enlist in the Guard/Reserve? What are the characteristics of these segments which can be used to design recruiting campaigns aimed at high propensity segments? Which incentive programs are most likely to be effective in increasing enlistment propensity among specific prior service segments?

Section 5.0 Which incentive or benefit programs would be most effective? Would new programs of incentives for enlistment in the Guard/Reserve be expected to affect enlistment propensity? Would incentive programs change the composition of the pool of men and women with positive enlistment propensity?

Section 6.0 How is propensity for Guard/Reserve participation affected by perceptions of limitations on personal mobility? Would the pool of men and women with positive enlistment propensity be increased by awareness of a program which provided transfer to another unit or to inactive status if they were to relocate?

Section 7.0 What are the attitudes toward draft registration programs among those individuals most affected by them -- the 17 and 18 year old NPS men and women? Are changes in attitudes toward draft registration related to changes in age cohorts (birth year groups), general trends over time, or both?

Section 8.0 What are the attitudes of PS individuals to a draft into the Individual Ready Reserves? How do PS individuals react to specific Individual Ready Reserve (IRR) incentives?

Implications for enhancing Guard/Reserve recruiting and enlistment effectiveness based on the foregoing analyses are presented and discussed in each section.

2.0 METHOD AND DEFINITIONS

2.1 Method

The data were collected in WATS line telephone interviews of approximately thirty minutes duration.

The defining characteristics of sample respondents have been described in Section 1.0. The samples are designed to include both individuals who are members of the traditional major market for the Guard/Reserve and those who are not, including college graduates, people over 21 years of age, and women (including women Veterans).

The demographic characteristics of each sample are presented in Table 2-1. More detailed descriptions and comparisons with earlier samples may be found in Volume II.

The questionnaire includes a core section, designed to allow cross-year comparisons and to assess relevant trends. It also contains a "floating" section, designed to allow the study of current issues. The questionnaire was presented in two versions, one for men and women without prior service experience, and one for Veterans. These versions differed mainly in whether they contained questions on military experience and experiences since separation from the military (for Prior Service individuals) or questions on favorability toward draft registration programs (for

**TABLE 2-1: DEMOGRAPHIC CHARACTERISTICS
BY SAMPLE**

<u>DEMOGRAPHIC VARIABLE</u>	<u>NPS</u>		<u>Veterans</u>	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
BASE	1181	1096	1812	572
Average age	21y/4m	21y/6m	23y/10m	25y/1m
<u>Ethnicity</u>				
White	84.8%	81.2%	83.4%	88.4%
Black	6.7%	11.9%	8.9%	8.4%
Hispanic	4.7%	3.9%	4.8%	1.8%
Other	3.8%	3.0%	2.9%	1.4%
<u>Education</u>				
Less than high school graduate	22.5%	22.2%	4.7%	0.5%
High school graduate or vo-tech training	41.3%	37.1%	62.9%	48.2%
Some college	22.4%	27.2%	28.3%	41.2%
College graduate	13.8%	13.3%	3.6%	9.6%
Now attending school	41.0%	39.3%	37.5%	49.6%
Average grades in high school	B-	B	B-/C+	B
<u>Family Situations</u>				
Married	23.7%	30.1%	38.2%	45.6%
Average number of dependents	0.46	0.44	0.79	0.62
Own home and not living with parents	16.3%	17.2%	15.2%	20.6%
Have mothers with at least some college education	26.4%	27.1%	19.0%	26.8%
Have fathers with at least some college education	31.2%	31.2%	24.3%	27.6%
Number of siblings ¹⁾	2	2	2	3
<u>Employment</u>				
Employed	75.7%	59.3%	76.9%	63.9%
Unemployed and looking for work	15.7%	17.6%	15.7%	11.5%
Likely to work in factory in next few years	19.2%	11.7%	23.0%	10.1%
Perceive difficulty in finding appropriate job	72.5%	69.9%	71.9%	62.2%
<u>Military Contact</u>				
Had contact with Guard/Reserve recruiter	16.5%	9.9%	46.8%	41.9%
Father career military	5.3%	5.7%	--	--
Sibling in military	17.4%	22.2%	--	--
Had friend in or considering military	28.8%	25.9%	33.3%	38.9%
<u>Past Military Service</u>				
Satisfied with MOS	N/A	N/A	65.5%	74.8%
Satisfied with service	N/A	N/A	67.4%	72.6%

1) Mode.

Non-Prior Service individuals). Both versions of the questionnaire contained questions on:

- Age,
- Educational history,
- Employment history,
- Family background,
- Marital status, and
- Other demographic characteristics.

They also contained questions on:

- Propensity to enlist in each National Guard or Reserve component (excepting the Coast Guard Reserve) under current conditions,
- Propensity to enlist in the Active Forces,
- Propensity to enlist in the Guard/Reserve
 - under various incentive programs or
 - under other policy changes,
- History of enlistment-related behaviors, such as seeing a Guard/Reserve recruiter,
- Intentions of carrying out enlistment-related behaviors in the near future,
- Perceived social support for enlistment,
- Perceived employer support for enlistment, and
- Relevant attitudes toward the military and toward military activities.

Complete copies of the questionnaires may be found in the Appendix.

The majority of the questions contained in the survey instruments were chosen on the basis of results from the earlier Reserve Component Attitude Studies in which a comprehensive model for the understanding and prediction of enlistment propensity was developed. That model offers the context within which critical determinants of enlistment behavior can be identified, and thus indicates those variables that should be attended to and tracked.

Additional questions contained in the floating section of the 1981 survey instrument are based on discussions of current policy issues with OSD (MRA&L) personnel.

2.2 The Sample

2.2.1 Inclusion of 17 to 17 1/2 year olds. The lower age limit for NPS survey respondents was changed from 17 1/2 to 17 in 1981, at the request of OSD (MRA&L). Enlistment propensity¹⁾ and demographic characteristics are related to age and therefore different between the 17 to 17 1/2 year old men and women and the 17 1/2 to 26 year old men and women. The demographic characteristics are summarized in Table 2-2 for both groups. The 17 to 17 1/2 year olds are more likely to be:

- Currently attending high school,
- Planning to attend further school,
- Living with their parents,
- Single, having fewer dependents, and
- Unemployed or working part time.

Enlistment propensity is discussed in detail in Section 3.0.

1) The percentage who say they will definitely or probably enlist in any Guard/Reserve component.

TABLE 2-2: SELECTED DEMOGRAPHIC CHARACTERISTICS
YOUNGER AND OLDER NPS INDIVIDUALS

	NPS MEN		NPS WOMEN	
	<u>Under 17 1/2</u> <u>Year Olds</u>	<u>17 1/2 to 26</u> <u>Year Olds</u>	<u>Under 17 1/2</u> <u>Year Olds</u>	<u>17 1/2 to 26</u> <u>Year Olds</u>
BASE:	82	1099	58	1038
<u>Percent who are:</u>				
Attending high school	84*	8*	93*	10*
Planning further school	66*	28*	83*	30*
Employed ¹⁾	52*	77*	45*	60*
Employed part-time (30 hours per week or less)	29*	15*	40*	17*
Unemployed and looking for work	35*	14*	33*	17*
Married	2*	25*	0*	32*

* The difference between the 17 to 17 1/2 year olds and the 17 1/2 to 26 year olds is statistically significant ($p < .05$).

¹⁾ Includes all employed individuals; those working full-time and those working 30 hours per week or less.

2.2.2 Other sample changes. Two other changes from earlier RCAS waves were introduced in the NPS sample structures in 1981, at the request of OSD (MRA&L). First, the distributions of ages in the samples were constrained to match the most recent age distribution data from the 1978 U.S. Census projections. Second, a national representative sampling plan replaced an earlier sampling plan based on the distribution of Army Reserve Centers.

The changes in sample structure did result in statistically significant differences in respondent distributions compared to those obtained in earlier RCAS waves. Additional analyses were therefore carried out, to determine whether or not these changes affected the tracking of enlistment propensity. These analyses showed that weighting the data to take account of changes in sample structures resulted in relatively minor changes in the percentages reported below.

2.3 Definitions

2.3.1 Enlistment propensity. Enlistment propensity is measured by asking respondents to indicate how likely they are to join each of the National Guard or Reserve components (except the Coast Guard Reserve) on a four point scale. The scale includes the possible positive responses of "definitely enlist," "probably enlist," and possible negative responses of "probably not enlist," and "definitely not enlist."

The enlistment propensity score for a given respondent is the most positive response he or she gave for any one of the six components (Army National Guard, Army Reserves, Air National Guard, Air Force Reserves, Marine Corps Reserves, or Navy Reserves). This means that the enlistment propensity of any sample will be more positive than enlistment propensity toward any single Guard/

Reserve branch or component. Whenever the term "enlistment propensity" is used in this volume without further qualification, it refers to responses on this measure, obtained prior to any discussion of policy changes or incentives.

Positive propensity individuals are defined as those who say they will "definitely enlist" or "probably enlist" in one of the six National Guard or Reserve components. Negative propensity individuals are defined as those who say that they will "probably not enlist" or "definitely not enlist."

2.3.2 Component. In this report, differences among the Guard/Reserve and the Active Forces are referred to as differences among "components" of the military services. Except in the presentation of the basic propensity tracking data in Section 3.0, no efforts are made to distinguish further between services. Where "branch" is used, it refers to the military force in which a Veteran served -- the Army, Navy, Air Force, or Marine Corps.

2.3.3 Non-prior service (NPS). Men and women with no prior military service experience are referred to as "Non-prior service men" and "Non-prior service women," or "NPS men" and "NPS women."

2.3.4 Prior service (PS). Men with prior military experience are referred to as Prior service men (PS men) and as male Veterans. Women with prior military experience are referred to as Prior service women (PS women) and as female Veterans. Prior service men were Mental Category III or above by the tests current during their active duty.¹⁾

1) The test used was the ASVAB which had not been renormed. Mental category data were not used to screen Veteran women. Higher enlistment requirements for women were in effect during the period of time in which they entered service.

2.3.5 Statistical Significance. Statistically significant results are those which are unlikely to have occurred by chance fluctuations in the data (less than one chance in 20). Statistical significance does not necessarily imply practical significance. Practical significance is determined by a number of other criteria.

2.3.6 Pre- and Post-Iran. Approximately half of the 1979 interviews with NPS respondents were completed before the seizure of American hostages at the embassy in Teheran, on November 4 of that year. (All of the interviews with Veterans were completed after that date.) Since a number of analyses showed statistically significant differences between responses of individuals interviewed before November 4, 1979 and those of individuals interviewed afterwards, the data were presented separately for the two groups in each sample. The distinction between the two subsets of 1979 NPS data has been continued here: In those tables that contain tracking data for NPS samples, the pre-11/4/79 and post-11/4/79 data are presented separately.

2.3.7 17 1/2 to 26 year old and total sample. During the first three Reserve Component Attitude Study (RCAS) waves, only NPS men and women between the ages of 17 1/2 and 26 were interviewed. In 1981, 17 to 17 1/2 year olds were also interviewed. Therefore, tables which present tracking data have two 1981 columns. Data presented in the first column is age-related to the previous samples and labeled "17 1/2 to 26 year olds." The second 1981 column represents the "Total Sample," including those respondents under 17 1/2 years old.

3.0 ENLISTMENT PROPENSITY

This section presents the basic tracking data for enlistment propensity toward any component of the Guard/Reserve. It further details the propensity toward enlistment in each of the components.

Additional analyses present enlistment propensity among 17 to 17 1/2 year old NPS men and women. Since this age group was not included in previous RCAS samples, the discussion of the basic tracking data does not refer to their results.

Additional analyses are reported for "top-of-mind" enlistment propensity and perceived likelihood of serving as an officer. Finally, positive and negative propensity individuals are described in terms of their demographic and service characteristics.

3.1 Basic Data¹⁾

3.1.1 Overview. The percentage of respondents in each sample with positive propensity to enlist in any component of the National Guard or Reserves (see Section 2 for definitions) is shown in Table 3-1. Compared to 1980,

- The percentage of non-prior service (NPS) men, ages 17 1/2 to 26, with positive propensity to enlist in the National Guard or Reserves has decreased to a statistically significant degree,
- The percentage of prior service (PS) men with positive propensity has increased to a statistically significant degree,
- The percentage of NPS women, ages 17 1/2 to 26, with positive propensity has remained stable, and
- The percentage of PS women with positive propensity has increased somewhat, but not significantly so.

1) This section includes data on the 17 1/2 to 26 year olds in the 1981 RCAS sample. Section 3.2 presents data for the 17 to 17 1/2 year olds.

In 1981, the percentage of NPS men (ages 17 1/2 to 26) with positive Guard/Reserve enlistment propensity ("definitely enlist" or "probably enlist") was lower than in any previous RCAS (see Table 3-1). Furthermore, the percentage of 1981 17 1/2 to 26 year old men who said that they would definitely not enlist was higher than that in any previous RCAS.

TABLE 3-1: POSITIVE PROPENSITY TO ENLIST IN THE GUARD/RESERVE

<u>SAMPLE</u>	<u>PERCENT WHO SAY THEY WOULD DEFINITELY OR PROBABLY ENLIST IN A GUARD/RESERVE COMPONENT</u>				
	<u>YEAR</u>				
	<u>1978</u>	<u>1979-1¹⁾</u>	<u>1979-2¹⁾</u>	<u>1980</u>	<u>1981</u>
Non-prior service men ²⁾	24.7	19.7	20.8	22.9	19.1*
Non-prior service women ²⁾	12.9	8.8	10.1	8.7	8.7
Prior service men ³⁾	22.1	N/A	20.4	21.3	24.4*
Prior service men ³⁾	N/A	N/A	22.3	21.9	23.9

* Indicates that the difference between the 1980 level and 1981 level is statistically significant ($p < .05$).

1) NPS men and women divided by data of interview relative to attack on U.S. Embassy in Iran.

2) Excluding 17 to 17 1/2 year old respondents interviewed in 1981.

3) Weighted to reflect number of separations from each branch of service.

Tables 3-2, 3-3 and 3-4 show specific responses for each sample for each RCAS wave.

TABLE 3-2: PROPENSITY TO ENLIST IN THE GUARD/RESERVE
NPS MALE SAMPLE

RESPONSE	1978	1979		1980	1981	
		Pre 11/4	Post 11/4		17 1/2 - 26 Year Olds	Total Sample
BASE	1491	721	755	1150	1099	1181
Definitely enlist	3.4	1.9	1.9	3.1	2.0	2.5
Probably enlist	21.3	17.8	18.9	19.8	17.1	18.7
Probably not enlist	34.3	36.3	37.2	32.7	32.8	32.8
Definitely not enlist	41.1	44.0	42.0	44.5	48.1	46.0

* Indicates that the difference between the 1980 level and the 1981 level is statistically significant ($p < .05$).

Table 3-3 shows the trends in changes of propensity for NPS women. The percentage with positive enlistment propensity declined in 1979 and has remained relatively stable since then. As with NPS men, the percentage of NPS women who say that they will definitely not enlist in any Guard/Reserve component is higher in the 1981 RCAS than before.

TABLE 3-3: PROPENSITY TO ENLIST IN THE GUARD/RESERVE
NPS FEMALE SAMPLE

<u>RESPONSE</u>	<u>1978</u>	<u>1979</u>		<u>1980</u>	<u>1981</u>	
		<u>Pre 11/4</u>	<u>Post 11/4</u>		<u>17 1/2 - 26</u> <u>Year Olds</u>	<u>Total</u> <u>Sample</u>
BASE	1495	659	338	1200	1038	1096
Definitely enlist	2.1	1.2	0.6	0.9	0.8	0.7
Probably enlist	10.8	7.6	9.5	7.8	7.9	8.3
Probably not enlist	25.2	31.7	29.6	24.1	22.8	23.1
Definitely not enlist	61.9	59.5	60.4	67.2	68.5	67.9

In sharp contrast to the NPS results, the 1981 levels of positive propensity are higher than previous RCAS levels for both the male and female Veterans. The difference is statistically significant among the Veteran men.

TABLE 3-4: PROPENSITY TO ENLIST IN THE GUARD/RESERVE
WEIGHTED VETERANS SAMPLE

<u>RESPONSE</u>	<u>Males</u>				<u>Females</u>		
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
BASE	1498	1536	1712	1812	395	560	572
Definitely enlist	2.2	1.8	1.6	2.6	2.0	1.2	3.1
Probably enlist	19.9	18.6	19.7	21.8	20.3	20.7	20.8
Probably not enlist	23.2	27.0	29.2	25.4	26.3	27.2	27.2
Definitely not enlist	54.7	52.6	49.4	50.2	51.4	50.9	48.9

* Indicates that the difference between the 1980 level and the 1981 level is statistically significant ($p < .05$).

3.1.2 Component Propensities. The percentage of respondents in each sample with positive propensity to enlist in each of the individual components of the National Guard and Reserves is shown in Tables 3-5, 3-6 and 3-7.

The data for NPS men, aged 17 1/2 to 26 (Table 3-5), show that propensity to join the Air National Guard has decreased to a statistically significant degree from 1980 to 1981.

TABLE 3-5: PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE COMPONENTS
NPS MALE SAMPLE

<u>COMPONENT</u>	PERCENT WHO SAY THEY WOULD DEFINITELY OR PROBABLY ENLIST				
	YEAR				
	<u>1978</u>	<u>1979-1¹⁾</u>	<u>1979-2¹⁾</u>	<u>1980</u>	<u>1981</u>
BASE	1491	721	755	1150	1099 ²⁾
Army National Guard	12.7	11.3	11.0	10.6	9.9
Army Reserve	11.0	9.4	8.4	9.6	9.4
Air National Guard	10.3	9.4	8.9	10.8	7.9*
Air Force Reserve	12.4	10.0	10.2	11.3	10.1
Navy Reserve	9.6	8.5	7.6	9.0	8.3
Marine Corps Reserve	7.2	5.6	5.0	7.2	6.0

* Indicates that the difference between the 1980 level and the 1981 level is statistically significant ($p < .05$).

1) NPS men and women divided by date of interview relative to attack on U.S. Embassy in Iran.

2) Excluding 17 to 17 1/2 year old respondents interviewed in 1981.

The data for NPS women, aged 17 1/2 to 26 (Table 3-6), show no statistically significant changes from 1980 to 1981.

TABLE 3-6: PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE COMPONENTS
NPS FEMALE SAMPLE¹⁾

<u>COMPONENT</u>	PERCENT WHO SAY THEY WOULD DEFINITELY OR PROBABLY ENLIST				
	<u>YEAR</u>				
	<u>1978</u>	<u>1979-1¹⁾</u>	<u>1979-2¹⁾</u>	<u>1980</u>	<u>1981</u>
BASE	1495	659	338	1200	1038 ²⁾
Army National Guard	7.0	3.5	4.5	4.0	4.9
Army Reserve	6.3	3.9	4.2	3.8	4.0
Air National Guard	5.6	3.8	4.2	2.6	2.8
Air Force Reserve	7.5	4.9	7.4	4.4	4.5
Navy Reserve	5.6	3.5	4.4	4.3	3.8
Marine Corps Reserve	4.3	2.3	4.2	2.9	2.5

1) NPS men and women divided by data of interview relative to attack on U.S. Embassy in Iran.

2) Excluding 17 to 17 1/2 year old respondents interviewed in 1981.

The data presented in Table 3-7, on enlistment propensity of PS personnel to join each Guard/Reserve component, are based on the total samples of veteran males and veteran females, as weighted by the number of separations available from each branch of the Active Forces.

The data for both PS men and PS women are shown in Table 3-7. The data for PS men show that

- Propensity to join the Air National Guard has increased to a statistically significant degree from 1980 to 1981.
- Propensity to join the Air Force Reserve has also increased to a statistically significant degree from 1980 to 1981.

TABLE 3-7: PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE COMPONENTS
WEIGHTED VETERANS SAMPLES

<u>COMPONENT</u>	PERCENT WHO SAY THEY WOULD DEFINITELY OR PROBABLY ENLIST						
	<u>Males</u>				<u>Females</u>		
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
BASE	1498	1536	1712	1812	395	560	572
Army National Guard	10.9	8.2	9.1	10.2	10.2	9.4	9.4
Army Reserve	11.4	8.5	9.1	9.7	10.4	10.8	12.8
Air National Guard	7.6	6.5	6.1	9.0*	7.0	6.8	8.3
Air Force Reserve	6.9	6.8	6.5	8.9*	8.5	9.0	10.7
Navy Reserve	5.9	5.3	5.7	7.1	10.9	7.4	8.1
Marine Corps Reserve ¹⁾	5.0	4.3	4.2	5.7	N/A	N/A	N/A

* Indicates that the difference between the 1980 level and the 1981 level is statistically significant ($p < .05$).

1) Enlistment propensity of female veterans toward the Marine Corps Reserve cannot be measured in a manner comparable to that for other Guard/Reserve Components, since no female veterans of the Marine Corps are included in the sample.

It is also useful to examine the propensity data separately for veterans who were associated with each branch of service. These data are presented in Table 3-8. Veterans of each branch have their highest propensity with respect to Guard/Reserve components associated with that branch, as would be expected.

3.1.3 Discussion. Propensity to join any component of the National Guard or Reserves has risen to its highest level since tracking began among PS men, while simultaneously falling to its lowest level among NPS men. Any attempt to understand the contrasting patterns of change in enlistment propensity between NPS men and PS men from 1980 to 1981 is likely to involve reference to changes in the civilian economy.

Increased levels of unemployment are likely to have differential effects upon enlistment propensity, depending upon whether the individual is employed or unemployed. If one is unemployed (and especially if he expects Guard/Reserve service to replace full-time employment),¹⁾ his propensity may increase as he seeks a position in the military or civilian sector. If one is employed, his employment propensity may decrease as he seeks to avoid any obligation that might interfere with maintenance of his position. (Initial training or summer encampments are likely to be perceived in this way by NPS personnel, as indicated in earlier waves of RCAS discussed in the Appendix.)

1) Either during the Initial Active Duty Training period or because one fails to distinguish between the requirements of the Active and the Reserve Components.

TABLE 3-8: PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE COMPONENTS
VETERANS SAMPLES BY PREVIOUS BRANCH OF SERVICE

SAMPLE AND PREVIOUS BRANCH OF SERVICE	N	1981 Percent With Positive Propensity ¹⁾					
		Army National Guard	Air National Guard	Army Reserve	Air Force Reserve	Marine Corps Reserve	Navy Reserve
<u>Males</u>							
Air Force	506	5.2	<u>17.3</u>	4.0	<u>19.9</u>	1.6	3.8
Army	509	<u>17.8</u>	8.5	<u>18.3</u>	8.4	4.6	5.7
Navy	500	3.4	5.2	3.0	3.4	1.4	<u>14.3</u>
Marine Corps	297	5.8	5.4	3.4	4.8	<u>20.8</u>	4.7
<u>Females²⁾</u>							
Army	302	<u>13.5</u>	5.7	<u>20.9</u>	7.0	1.0	4.0

1) Scores for individual components associated with the branch of previous service are underscored.

2) Data are not presented for female veterans of the Navy and Air Force. The relatively small sample sizes do not yield highly reliable data.

Analyses were undertaken to test the hypotheses just described. Respondents in the present study and in the 1980 wave of RCAS were segmented with respect to their employment status. The percentages of respondents in each of the selected segments with positive propensity for 1980 and for 1981 are presented in Table 3-9. The data show that:

- Statistically significant increases in propensity occurred from 1980 to 1981 among persons looking for work in
 - The Youth Labor Market (NPS),
 - The PS male segment, and
 - The PS female segment.
- Statistically significant decreases occurred in propensity from 1980 to 1981 among employed persons among
 - The Youth Labor Market (NPS), and
 - Other NPS men (21 years old and older).

The results shown in Table 3-9 are consistent with the hypotheses described earlier. With rising general unemployment, the enlistment propensity of men who are employed has declined and that of those who are unemployed has increased. The NPS men tend to be in school or employed -- and employed for a longer period of time -- than the PS men or PS women. Hence, rising unemployment among NPS men has been associated with a decline in propensity. In contrast, rising unemployment among PS men and women has been associated with an increase in propensity.

3.2 Additional Analyses

3.2.1 Enlistment propensity of 17 to 17 1/2 Year Olds. The lower age limit for NPS survey respondents was changed from 17 1/2 to 17 in 1981, at the request of OSD (MRA&L) as noted above. The

TABLE 3-9: POSITIVE PROPENSITY TO ENLIST IN THE GUARD/RESERVE,
WITHIN SELECTED SEGMENTS

<u>SEGMENT</u>	<u>PERCENT WITH POSITIVE PROPENSITY¹⁾</u>	
	<u>1980</u>	<u>1981</u>
NPS Men (Youth Labor Market) ²⁾		
Employed	31	24*
Looking for work	25	40
NPS Men (21 and over)		
Employed	18	14*
Looking for work	27	20
NPS Women		
Employed	6	8
Looking for work	22	17
PS Men		
Employed	22	24
Looking for work	19	30*
PS Women		
Employed	23	22
Looking for work	24	37*

* Indicates that the difference between the 1980 level and the 1981 level is statistically significant ($p < .05$).

1) Percent who say they will "definitely" or "probably" enlist in any Guard/Reserve component in the next few years.

2) Non-minority men, aged 17 1/2 to 21, not currently in school.

previous NPS sample tables either excluded data from 17 to 17 1/2 year old respondents or contained a column which included only the 17 1/2 to 26 year old respondents in order to maintain comparability with results of earlier waves of the study. The full sample data for NPS respondents are presented below, in Table 3-10. The component by component data are presented first, followed by the standard enlistment propensity data, based on positive propensity to join any Guard/Reserve component.

The inclusion of data from 17 to 17 1/2 year olds increases the percentage of respondents with positive propensity in almost every instance. Among NPS men, these differences in positive propensity between age groups are statistically significant. Of the 82 NPS men surveyed who were under 17 1/2, 50 percent had positive propensity to enlist in a Guard/Reserve component. Even with this relatively small sample, the difference between their enlistment propensity and that of individuals over 17 1/2 is statistically significant.

In order to better understand the high levels of propensity among the 17 to 17 1/2 year old men, analyses which compare them to the next older group, the 17 1/2 and 18 year old men, were conducted.¹⁾ One-half of the 17 to 17 1/2 year old NPS men have positive enlistment propensity, while one-third of the 17 1/2 and 18 year olds do so. This difference is statistically significant even though the size of each sample is relatively small (82 for 17 to 17 1/2 year old NPS men, and 176 for 17 1/2 and 18 year old NPS men).

1) The percentage of 17 to 17 1/2 year old women with positive enlistment propensity (under 17 1/2 year olds) is not significantly different from the percentage with positive propensity in the total sample or among the 17 1/2 and 18 year old women. Therefore, this discussion focuses only on the NPS men.

TABLE 3-10: POSITIVE PROPENSITY TO ENLIST IN THE GUARD/RESERVE
FOR SAMPLE WITH AND WITHOUT 17 YEAR OLDS

(IN PERCENT)

COMPONENT	NPS MALES			NPS FEMALES		
	Under 17 1/2 Year Olds	17 1/2 to 26 Year Olds	Total Sample	Under 17 1/2 Year Olds	17 1/2 to 26 Year Olds	Total Sample
BASE	82	1099	1181	58	1038	1096
Percent with positive propensity for any component	50.0	19.1	21.2*	15.5	8.7	9.0
<u>Percent at each level with positive propensity¹⁾</u>						
Army National Guard	18.2	9.9	10.5	8.6	4.9	5.1
Army Reserve	12.2	9.4	9.6	1.7	4.0	3.9
Air National Guard	19.5	7.9	8.8	8.6	2.8	3.1
Air Force Reserve	19.5	10.1	10.7	12.1	4.5	5.0
Navy Reserve	17.1	8.3	8.9	6.8	3.8	3.9
Marine Corps Reserve	15.8	6.0	6.7	5.2	2.5	2.7

* Indicates that the difference between the 1980 level and the 1981 level is statistically significant ($p < .05$).

1) Percent who say they will "definitely" or "probably" enlist in the next few years in the specified Guard/Reserve component.

A series of analyses were conducted, based on hypotheses related to young adult development. The most pertinent results are shown in Table 3-11. The 17 to 17 1/2 year old NPS men, as compared to the 17 1/2 and 18 year olds, are more likely to say that they will be looking for a job or a change of jobs and are less likely to expect social support for enlistment. Employment plans and social support are significantly related to propensity among members of each group; however, it is likely that their goals are not the same. As shown in Table 3-11, more of the 17 to 17 1/2 year old men seem to be concerned with looking for employment, while the 17 1/2 and 18 year old men seem more sensitive to pleasing their family and friends through Guard/Reserve service.

TABLE 3-11: ATTITUDES AND PERCEPTIONS WHICH RELATE TO ENLISTMENT PROPENSITY
NPS MEN 17 TO 18 YEARS OLD

	NPS MEN 17 TO 18 YEARS OLD			
	Under 17 1/2 Year Olds		17 1/2 and 18 Year Olds	
	<u>Positive</u> <u>Propensity</u>	<u>Negative</u> <u>Propensity</u>	<u>Positive</u> <u>Propensity</u>	<u>Negative</u> <u>Propensity</u>
<u>Percent</u>				
Perceive friends and relatives would be pleased if they enlisted in the Guard/Reserve	55.0*	37.5*	70.9*	26.7*
Likelihood of looking for a job or look to change jobs	82.9*	70.7*	70.2	64.4

* Significantly different at $p < .05$.

TABLE 3-12: TALKED ABOUT MILITARY SERVICE IN THE PAST YEAR
NPS MEN 17 TO 18 YEARS OLD

	NPS MEN 17 TO 18 YEARS OLD			
	Under 17 1/2 Year Olds		17 1/2 and 18 Year Olds	
	Positive Propensity ¹⁾	Negative Propensity ²⁾	Positive Propensity ¹⁾	Negative Propensity ²⁾
BASE	41	41	58	117
Percent reported talking with someone about military service	80*	51*	74	39
Specific individual mentioned:				
Father	73*	29*	36*	22*
Mother	49	29	50	30
Spouse, fiance or steady friend	29	10	26	10
Brother or sister	24	15	31	15
Friends	46	24	43	24

* Significantly different at ($p < .05$).

1) Those who say they will "definitely" or "probably" enlist in a Guard/Reserve component in the next few years.

2) Those who say they will "definitely not" or "probably not" enlist in a Guard/Reserve component in the next few years.

The 17 to 17 1/2 year old men were more likely than the 17 1/2 and 18 year old men to say that they have talked with someone within the past year about enlisting in the military. In fact, as shown in Table 3-12, four younger NPS men in five of those with positive enlistment propensity, and one-half with negative enlistment propensity said they had talked with someone close to them about enlisting in the military. The 17 to 17 1/2 year old men who said they talked with someone were most likely to mention speaking with their fathers.

The differences in enlistment propensity between the 17 to 17 1/2 year old NPS men and the next older group may also be understood in the context of the 1980 RCAS qualitative research. In that research, focus groups were conducted with recent high school graduates who had taken all the steps for enlistment into an active military component but who had not done so. These individuals said that they had begun to explore military service as pressures increased to determine a future career or educational path. They had high enlistment propensity until other opportunities for employment or education become available. A similar mechanism may be at work among the 17 to 17 1/2 year old NPS men who have high enlistment propensity and who are also planning to begin employment or training for future employment.

3.2.2 Top-of-Mind Propensity. An additional measure of enlistment propensity was introduced in the 1981 NPS samples, in an effort to measure and begin tracking the likelihood of joining the military in a more sensitive manner.

NPS respondents were asked an open-ended question regarding their plans for the next year or two, before they were asked the closed-ended questions about joining Guard/Reserve components.¹⁾ Respondents who say they are likely to join the military in response to such an open-ended question can be assumed to constitute an extremely high propensity group. Three percent (3%) of the NPS men spontaneously said they would probably be serving in the military in the next year or two. Fewer than 1 percent of the NPS women had spontaneous propensity for serving in the military in the next year or so.

1) A similar measure is included in the Youth Attitude Tracking Study (YATS) carried out for the Active Forces. The two results are not directly comparable, however, because of wide differences in the age groups sampled.

3.2.3 Perceived Likelihood of Serving as an Officer. Some respondents may perceive military service as an option only if they were to become officers. A preliminary attempt was made to gauge the extent of this problem by introducing a new question into the 1981 RCAS survey: Respondents who had positive propensity to join any military component were asked the likelihood that they would serve as officers. The percentage of positive propensity persons in each sample who say they are very or somewhat likely to serve as officers is shown in Table 3-13.

TABLE 3-13: PERCEIVED LIKELIHOOD OF SERVING AS AN OFFICER

<u>SAMPLE</u>	<u>PERCENT OF THOSE WITH POSITIVE PROPENSITY WHO SAY THEY ARE LIKELY TO SERVE AS OFFICERS</u>
Non-prior service	
Men	54
Women	50
Prior service	
Men	42
Women	52

The data show that nearly half of all respondents with positive propensity say they are likely to serve as officers. Those who say they expect to serve as officers are significantly more likely to have had more schooling and to report higher grades in school than those who do not, but there are few other significant differences between the demographic profiles of the two groups. Table 3-14 shows a comparison of the education completion for those who feel they have a high likelihood of serving as officers and those who feel they have a low likelihood. Among the NPS and PS men, those who expect to serve as officers are more likely to a statistically significant degree than those who do not to have received a standard high school diploma. They are also more likely to a statistically significant degree to have been A or B students while in high school. However, sizeable proportions of those who say they expect to serve as officers are high school dropouts or persons reporting relatively low grades in high school.

TABLE 3-14: LIKELIHOOD OF SERVING AS AN OFFICER AND BY
EDUCATION COMPLETION OF POSITIVE PROPENSITY MEN AND WOMEN

		EDUCATION COMPLETION INDEX			
SAMPLE	(BASE) ¹⁾	Standard High School Diploma		GED	High School Dropout
		A or B Grades	C Grades or Lower		
<u>Positive propensity NPS men</u>					
Likelihood of serving as an officer					
High	(103)	51.5%*	26.2%	7.8%	14.6%
Low	(82)	34.1	32.9	6.1	26.8
<u>Positive Propensity NPS Women</u>					
Likelihood of serving as an officer					
High	(35)	62.9	17.1	5.7	14.3
Low	(31)	58.1	22.6	3.2	16.1
<u>Positive Propensity PS Men</u>					
Likelihood of serving as an officer					
High	(203)	54.7	31.8	10.2	3.4
Low	(276)	39.3	38.9	13.4	8.4
<u>Positive Propensity PS Women</u>					
Likelihood of serving as an officer					
High	(77)	70.8	20.0	9.3	0.0
Low	(68)	69.9	22.9	7.2	0.0

* Indicates that the difference between the high likelihood (somewhat or very likely) and low likelihood (only a little or not at all likely) group is statistically significant ($p < .05$).

1) Numbers in parentheses indicate the number of respondents per group. Respondents currently attending high school are not included.

3.3 Demographic and Experiential Profiles

An understanding of an individual's demographic and service experiences can be used to design enlistment programs specifically for those persons most desired by Guard/Reserve components.

3.3.1 NPS Men and Women -- Demographic Characteristics. The positive propensity NPS men and women and the negative propensity NPS men and women differ significantly with respect to a number of demographic characteristics. Table 3-15 shows the demographic profile of the positive propensity subgroup relative to the negative propensity subgroup. Most of the characteristics which differentiate persons with positive propensity from those with negative propensity in 1981 also did so in the previous RCAS wave.

TABLE 3-15: DEMOGRAPHICS OF POSITIVE AND NEGATIVE PROPENSITY SUBGROUPS
NPS SAMPLES

DEMOGRAPHIC VARIABLE	Males With:		Females With:	
	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity
<u>Proportion:</u>				
(Know mother's education +)	(.89)*	(.93)*	(.88)	(.93)
Lived with father first ten years of life	.82*	.90*	.74*	.87*
(Know father's education +)	(.75)*	(.84)*	(.68)*	(.81)*
Living with parents	.70*	.51*	.61*	.46*
White	.67*	.87*	.61*	.81*
Employed	.67*	.78*	.50*	.60*
Currently attending school	.50*	.39*	.46	.39
Planning to attend school, but not currently attending school	.39*	.28*	.50*	.31*
(Using or planning to use financial assistance for schooling+)	(.36)	(.37)	(.54)	(.46)
Currently attending high school	.28*	.09*	.29*	.13*
Married	.14*	.26*	.20*	.31*
Own home	.11*	.18*	.07*	.18*
Father career military	.08	.05	.08	.05
Spouse working	.07*	.11*	.16*	.29*
<u>Average:</u>				
Age (in years)	20.1*	21.8*	20.5*	21.7*
Number of dependents	.36*	.51*	.65	.60
Number of siblings	3.12*	2.81*	3.11	2.90
Number of hours worked per week +	25.8*	32.3*	16.2*	21.8*
Father's education ¹⁾ +	2.70*	2.44*	2.50*	2.82*
Mother's education ¹⁾ +	2.37*	2.63*	2.48	2.55
Grades in high school ²⁾	2.62*	2.75*	2.77*	3.00*
Education ³⁾	3.15*	4.36*	3.64*	4.32*
Perceived difficulty of finding work in occupational area ⁴⁾	1.90*	2.09*	1.88*	2.12*
Work weekends ⁵⁾ +	2.18	2.43	2.17	2.58

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 4 = A, 0 = F.

3) 1 = attending high school, 9 = post graduate work.

4) 1 = very difficult, 4 = very easy.

5) 1 = every week, 4 = hardly ever.

* = difference between positive propensity group and negative group is statistically significant ($p < .05$).

+ = Asked only of respondents for whom the question was relevant.

Table 3-16 shows the variables which have significantly differentiated positive propensity and negative propensity individuals in each of the RCAS waves. The patterns of significant differences show a great deal of consistency in the variables which differentiate the two groups of men and women. Thus, as shown in Table 3-16, in all waves of RCAS NPS men and women with positive enlistment propensity are, to a statistically significant degree, more likely than those with negative enlistment propensity:

- To be members of a minority group,
- To be single,
- To have friends who are thinking about or who have joined the military, and
- Not to own their homes.

TABLE 3-16: COMPARISON OF DEMOGRAPHIC CHARACTERISTICS OF
POSITIVE AND NEGATIVE PROPENSITY GROUP
NPS SAMPLE

	Males				Females			
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Education level	*	*	*	*	*	n.s.	*	*
Currently attending school	*	*	n.s.	*	n.s.	*	*	n.s.
Age	*	*	*	*	n.s.	*	*	*
Employment status	*	*	*	*	n.s.	n.s.	*	*
Perceived difficulty of finding job	*	n.s.	n.s.	*	n.s.	n.s.	n.s.	*
Own home	*	*	*	*	*	*	*	*
Father career military	*	*	n.s.	n.s.	*	*	n.s.	n.s.
Number of dependents	n.s.	n.s.	n.s.	*	n.s.	*	n.s.	n.s.
Grades	*	n.s.	*	*	n.s.	n.s.	*	*
Number of siblings	*	n.s.	*	*	*	n.s.	n.s.	n.s.
Friend thinking/joined military	*	*	*	*	*	*	*	*
Ethnicity	*	*	*	*	*	*	*	*
Marital status	*	*	*	*	*	*	*	*

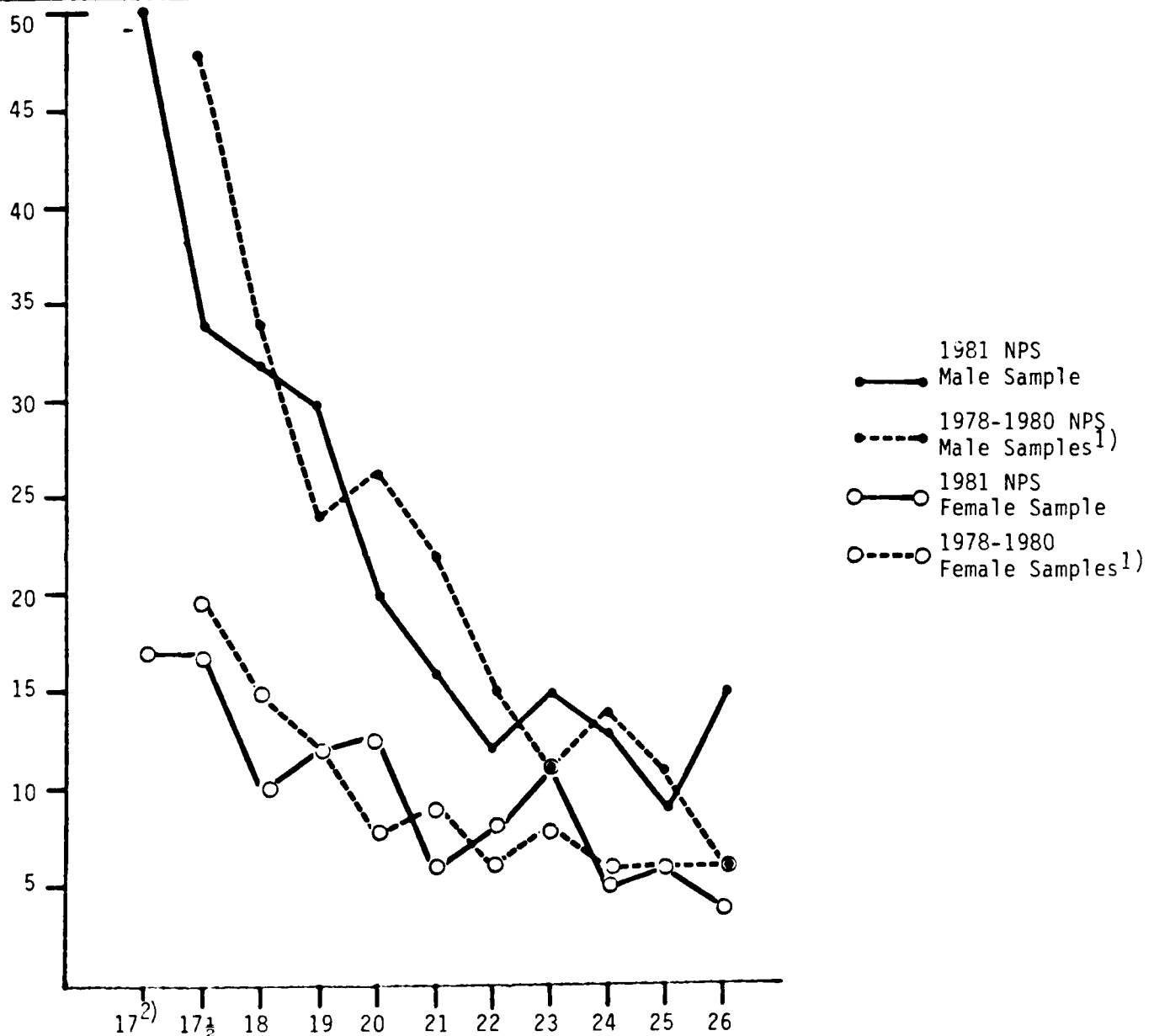
n.s. = No statistically significant difference between positive and negative propensity individuals.

* = Statistically significant difference between positive and negative propensity individuals ($p < .05$).

One of the demographic characteristics which has been consistently and highly related to enlistment propensity among NPS men and women is age. Figure 3-1 illustrates the differences in enlistment propensity among the different age groups for 1981 (solid lines) and for the combined 1978, 1979 pre-Iranian crisis, and

FIGURE 3-1: PROPENSITY TO ENLIST IN THE GUARD/RESERVE BY AGE
NPS SAMPLES

Percent At Each
Level With
Positive Propensity



1) Average propensities from 1978, 1979-pre-Iranian crisis and 1980 RCAS waves. The 1979 crisis sample (p. 2-8) was not included due to small number of individuals in some age categories.

2) Prior to 1981, 17 to 17½ year olds were not included in the RCAS samples.

1980 RCAS waves (dotted lines). The figure illustrates decreases in propensity with age for both NPS men and women. Among men there are sharp decreases in propensity between the ages of 17 1/2 and 22. For women, the major decline in the percentage with positive enlistment propensity occurs between 17 1/2 and 18 years old.

3.3.2 Veteran Men and Women -- Demographic and Experiential Characteristics. PS men and women with positive enlistment propensity and those with negative propensity differ to a statistically significant degree on relatively fewer demographic characteristics than do NPS men and women. These characteristics, along with the experiential characteristics which differentiate positive and negative propensity veterans are shown in Tables 3-17 and 3-18.

Only two variables have consistently differentiated positive and negative propensity PS individuals in all RCAS waves: belonging to a minority group, and satisfaction with active duty service.

TABLE 3-17: DEMOGRAPHICS OF POSITIVE AND NEGATIVE PROPENSITY SUBGROUPS
VETERANS SAMPLE

<u>DEMOGRAPHIC VARIABLE</u>	<u>Males With:</u>		<u>Females With:</u>	
	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>
<u>Proportion:</u>				
Lived with mother first ten years of life	.95*	.97*	.98	.98
(Know mother's education +)	(.91)	(.90)	(.94)	(.95)
Lived with father first ten years of life	.88*	.92*	.93*	.89*
(Know father's education +)	(.81)	(.84)	(.86)	(.85)
Employed	.74	.78	.60	.65
White	.72*	.87*	.75*	.91*
Planning to attend school, but not currently attending school	.43*	.32*	.36*	.29*
Currently attending school	.34	.39	.49	.50
(Using or planning to use financial assistance for schooling)	(.79)	(.79)	(.83)	(.81)
Married	.38	.39	.44	.46
Spouse working	.24	.23	.36	.40
Own home	.14	.16	.18	.21
<u>Average:</u>				
Age (in years)	24.0	23.9	25.2	25.1
Number of dependents	1.82	1.77	1.67	1.55
Number of siblings	3.33*	3.11*	3.52*	3.08*
Number of hours worked per week +	31.6	33.3	22.5	26.3
Father's education ¹⁾ +	2.37	2.55	2.60	2.64
Mother's education ¹⁾ +	2.38	2.35	2.49	2.57
Grades in high school ²⁾	2.53	2.49	2.96	3.00
Education ³⁾	3.85	3.92	4.65	4.55
Perceived difficulty of finding work in occupational area ⁴⁾	2.00	2.08	2.05	2.23
Work weekends ⁵⁾ +	2.50	2.50	2.32*	2.90*

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 4 = A, 0 = F.

3) 1 = attending high school, 9 = post graduate work.

4) 1 = very difficult, 4 = very easy.

5) 1 = every week, 4 = hardly ever.

* = difference between positive propensity group and negative group is statistically significant ($p < .05$).

+ = Asked only of respondents for whom the question was relevant.

**TABLE 3-18: MILITARY AND POST-SEPARATION EXPERIENCE OF POSITIVE AND
NEGATIVE PROPENSITY SUBGROUPS
VETERANS SAMPLE**

<u>DEMOGRAPHIC VARIABLE</u>	<u>Males With:</u>		<u>Females With:</u>	
	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>
<u>Proportion:</u>				
Assigned to job using MOS skills	.83	.85	.83	.80
<u>Have, since separation:</u>				
Gone back to school	.50	.54	.60	.62
Applied for a bank loan	.40	.43	.32	.36
Taken out a bank loan	.35*	.41*	.32	.34
Got married	.14	.14	.12	.13
Bought a home	.13	.12	.12	.12
Applied for a mortgage	.12	.10	.10	.10
Had a child	.12	.13	.16	.16
Got divorced	.04	.05	.02	.04
<u>Average:</u>				
Months since separation	16.6	17.0	15.4	16.9
Overall satisfaction with the service ¹⁾	2.14*	2.48*	1.82*	2.45*
Satisfaction with MOS or specialty or AFSC ¹⁾	1.92	2.05	1.76*	2.11
Satisfaction with grade in service at separation ¹⁾	2.44	2.51	2.01	2.15
Satisfaction with promotion policies in service ¹⁾	2.90	2.96	2.73	2.84
Degree in which you used skills in service ²⁾	1.71*	1.89*	1.47*	1.74*
Usefulness of experience in service since separation ³⁾	2.32*	2.53*	2.51	2.49
Satisfaction with ability to meet people since separation from service ¹⁾	1.64	1.63	1.82	1.72
Satisfaction with ability to meet financial needs ¹⁾	2.39	2.28	2.85*	2.44*

1) 1 = very satisfied, 5 = very dissatisfied.

2) 1 = all or most of the time, 5 = never.

3) 1 = very useful, 4 = not at all useful.

* = positive propensity group is statistically different from negative group (p < .05).

Minority status has been particularly effective in differentiating positive and negative propensity PS men and women. Table 3-19 shows the percent of white and minority veteran men and women with positive enlistment propensity for the various branches of previous service. Among veteran men of all branches, minorities are more likely to a statistically significant degree than white veteran men to have positive propensity. The largest difference occurs for veterans of the Army, with minorities over twice as likely as white Army veterans to have positive enlistment propensity. Among women Army veterans, the difference is even greater, with three times as many minority women as white women having positive enlistment propensity.

TABLE 3-19: ENLISTMENT PROPENSITY BY MINORITY STATUS AND
BRANCH OF PREVIOUS SERVICE
PS SAMPLE

<u>BRANCH OF PREVIOUS SERVICE</u>	<u>N</u>	<u>PERCENT WITH POSITIVE ENLISTMENT PROPENSITY¹⁾</u>	
		<u>White</u>	<u>Racial or Ethnic Minority</u>
<u>Men</u>			
Air Force	506	23.1	36.0*
Army	509	22.7	45.7*
Marine Corps	297	23.3	41.5*
Navy	500	16.2	29.0*
<u>Women</u>			
Army	302	18.1	53.8*
Air Force and Navy ²⁾	272	23.5	40.0

* Indicates that the difference between racial or ethnic minorities and white respondents is statistically significant ($p < .05$).

1) Percent who say they will "definitely" or "probably" enlist in a Guard/Reserve component in the next few years.

2) Air Force and Navy women were combined because of relatively small sample sizes in each group.

4.0 PRIOR SERVICE SAMPLE SEGMENTATION

There are three ways in which demographic segmentation of the Prior Service sample can be used to increase the understanding of Guard/Reserve enlistment propensity. First, demographic segmentation of the PS sample may reveal a specific segment which contains a high percentage of positive propensity individuals. Second, an understanding of the demographic characteristics, attitudes and psychographics of men and women in a specific segment can be used to design recruiting initiatives which are likely to appeal to members of this segment. Third, an evaluation of reactions to specific incentive programs within different PS sample segments may reveal which incentive programs are most likely to increase the percentage of positive propensity individuals in each segment. It would also allow evaluation of the overall increase in propensity under incentive programs and of changes in the composition of the pool of PS men and women with positive enlistment propensity under these incentives.

This section describes segmentation of the Prior Service sample in terms of demographic characteristics. The segments are then differentiated in terms of:

- Enlistment propensity,
- Factors related to enlistment propensity, and
- Reactions to Guard/Reserve and Individual Ready Reserve incentive programs.

Similar segmentation analyses for the 1980 RCAS NPS sample are reported in "Segmentation of the Non-Prior Service Market."¹⁾

4.1 Characterization of the PS Sample Segments

The PS sample men and women were segmented in terms of their sex, age, education, employment situation, schooling situation, current family situation, family background, and minority group membership. Five distinct segments resulted from the analysis.²⁾ Labels have been given to each segment for ease of discussion. A label may characterize many of the individuals in a given demographic segment, but not all. For example, about 6 percent of the "Working Men" segment are women, and 3 percent of the "White Middle Class" segment are not white. The five segments, in comparison to the total PS sample, may be characterized as follows:

- White, likely to be in school, have relatively well-educated parents -- "White Middle Class"
- Employed this year and a year ago, have high propensity for working in a factory, likely to work on weekends, and to work overtime, men, likely to be married -- "Working Men"

-
- 1) Reported in "Segmentation of the Non-Prior Service Market," November, 1981, prepared by ARBOR for OASD(MRA&L). Contract Number MDA903-79-C-0491.
 - 2) Three additional statistically distinct segments resulted. However, less than 8 percent of the PS sample is contained in these three segments together. The small number of individuals in each segment makes statistical comparisons with these segments unreliable. Hence, they are excluded from the report.

- Now in school, unemployed or employed part-time, have more formal education, using or planning to use financial assistance for education -- "Students"
- Single, didn't live with their fathers during childhood, unlikely to know their parents' education, report C averages or below in high school, and have completed no formal education after high school -- "Singles"
- Men, more likely to be members of a minority group, have high propensity for working in a factory, likely to be married and to have more dependents, have spouses that work, have many siblings, and plan to attend school -- "Minority Family Men"

The percentages of PS respondents falling into each segment and a description of the variables differentiating each from the overall sample is given in Table 4-1. Prior branch of service does not significantly differentiate the segments and veterans of the four branches of previous service are included in each segment.

TABLE 4-1: RESULTS OF PS CLUSTER ANALYSIS
5-CLUSTER SOLUTION

CLUSTER NAME <u>Variable</u>	RESULTS	
	<u>Cluster</u>	<u>Total Sample</u>
1. WHITE MIDDLE CLASS (29.9% of Total Sample)		
White	97.0%	84.0%
Fathers with college education	48.8%	27.1%
Mothers with college education	38.9%	22.1%
Now in school	54.0%	41.3%
2. WORKING MEN (25.4% of Total Sample)		
Employed	100.0%	73.7%
Employed last year	84.1%	63.6%
Works weekends	34.7%	19.6%
Average hours worked per week ¹⁾	45.9	40.6
Men	94.1%	76.0%
Married	55.1%	40.7%
Perceived likelihood of working in a factory in the next few years	24.6%	19.0%
3. STUDENTS (20.6% of Total Sample)		
Unemployed	72.2%	26.3%
Works part-time	21.6%	7.8%
Employed last year	45.9%	63.6%
Now in school	71.5%	41.3%
Some college	63.9%	44.0%
Using or planning to use financial aid for education	87.1%	66.7%
4. SINGLES (9.1% of Total Sample)		
Single	74.5%	59.3%
No additional school after high school	75.2%	55.9%
C average or lower in high school	71.8%	43.4%
Didn't live with father first ten years of life	43.1%	9.1%
Don't know father's education	68.6%	15.5%
Don't know mother's education	43.1%	8.1%
5. MINORITY FAMILY MEN (6.9% of Total Sample)		
Black or Hispanic	48.0%	16.0%
Married	76.8%	40.7%
Average number of dependents	1.7	0.9
Average number of siblings	4.0	3.2
Men	96.7%	76.0%
Employed	91.4%	73.7%
Spouse works ¹⁾	53.6%	27.6%
Plans to attend school	64.9%	34.1%
Perceived likelihood of working in a factory in the next few years	29.8%	19.0%

¹⁾ Among those for whom the question is relevant.

In order to compare the five PS sample segments in terms of high school completion, an Education Completion Index (EDCI) was developed. This index summarizes high school completion in terms of obtaining a high school diploma, type of diploma obtained, and, for those who obtained a standard high school diploma, self-reported grades in high school. As shown in Table 4-2, there are statistically significant differences in education completion among the sample segments. Two PS sample segments, the "Middle Class Whites" and the "Students," are more likely to have the highest level of education completion (to be standard high school diploma graduates and to report A or B average grades in high school) to a statistically significant degree. Table 4-2 also shows that, compared to the total PS sample, there are statistically significant differences in the percentages of "Single Men"

TABLE 4-2: EDUCATION COMPLETION INDEX
PS SAMPLE SEGMENTS

EDUCATION COMPLETION INDEX	Total Sample (In Percent)	PERCENT OF DEMOGRAPHIC SEGMENT				
		Middle Class Whites	Working Men	Students	Single Men	Minority Family Men
Standard high school diploma graduate						
A or B grades in high school	51	59*	45*	59*	24*	42*
C grades or lower in high school	35	32	38	34	51*	42*
Graduate equivalency degree (GED) graduate	10	7	12	7	16*	11
High school dropout	<u>3</u>	<u>2</u>	<u>5</u>	<u>0</u>	<u>10*</u>	<u>5</u>
Total	100%	100%	100%	100%	100%	100%

* Indicates difference between PS sample segment percent and total PS sample percentage is statistically significant ($p < .05$).

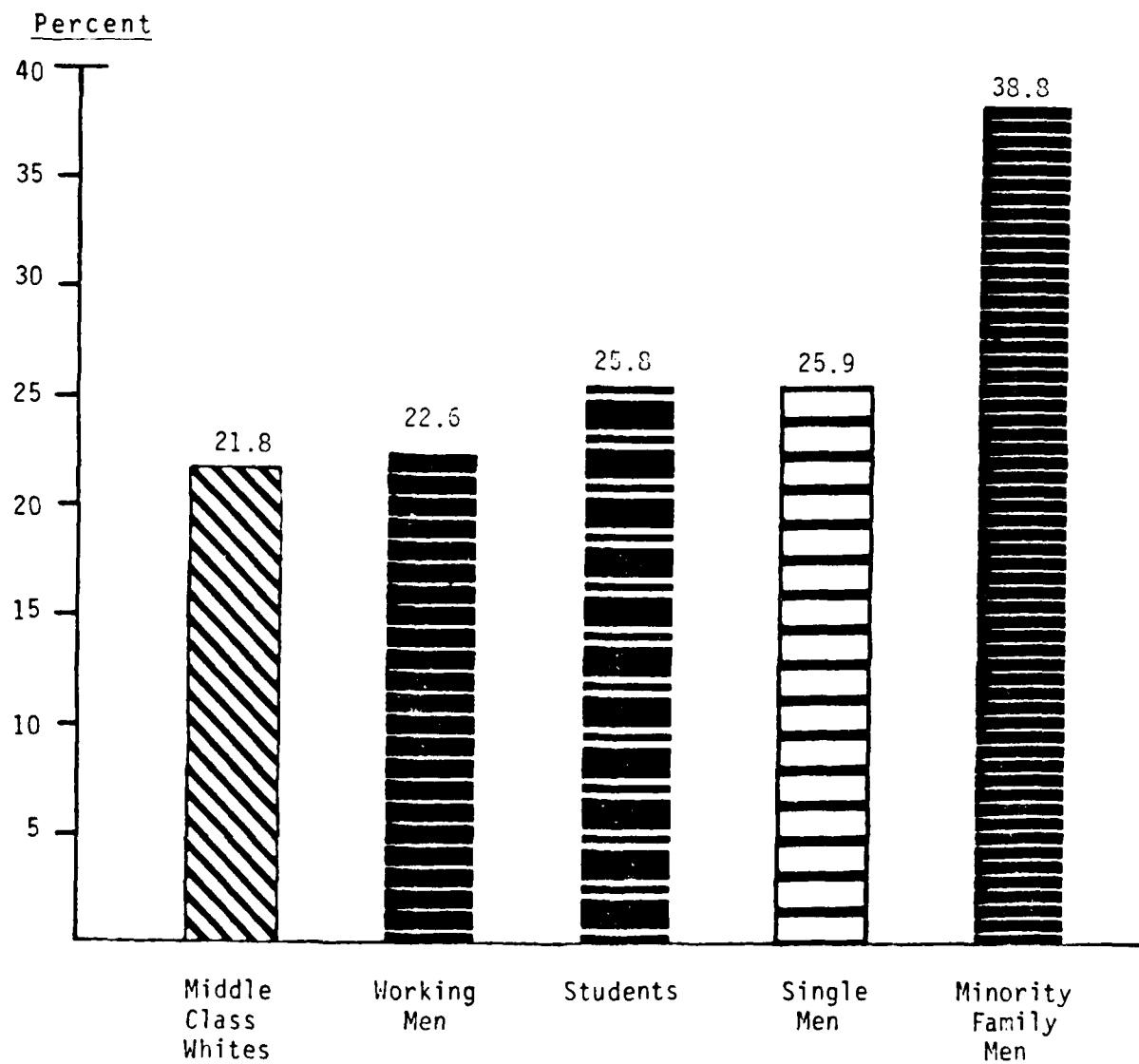
were either high school dropouts (10 percent) or received Graduate Equivalency Degrees (GEDs). Furthermore, the "Single Men" who did receive standard high school diplomas are significantly more likely than the total PS sample to report averaging C grades or lower while in high school.

4.2 Differences Among the Segments in Enlistment Propensity

The percentage of each PS sample segment with positive propensity to enlist in the Guard/Reserve is shown in Figure 4-1. As the figure shows, Minority Family Men who make up just under 7 percent of the PS sample, are significantly more likely to have positive propensity than are individuals in any of the other PS sample segments. No statistically significant differences in enlistment propensity occur among the other four PS sample segments.

Many individuals who have positive propensity toward Guard/Reserve service also have positive propensity for returning to Active duty service. However, as shown in Table 4-3, the minority family men are significantly more likely to have propensity for Guard/Reserve service but are not more likely to have propensity for active duty service. Thus, 26 percent of the minority family men have positive propensity for Guard/Reserve service and not active duty service. This compares to 15 to 18 percent of PS individuals in the other four segments who are positive only toward Guard/Reserve service. Recruiting efforts addressed to the minority family men are less likely to be in direct competition with similar efforts from the Active Forces since two and a half times as many of the minority family men are interested only in Guard/Reserve service than are also interested in reenlisting in the Active Forces.

FIGURE 4-1: POSITIVE ENLISTMENT PROPENSITY
PRIOR SERVICE SAMPLE SEGMENTS



Many individuals who have positive propensity toward Guard/Reserve service also have positive propensity for returning to Active duty service. However, as shown in Table 4-3, the minority family men are significantly more likely to have propensity for Guard/Reserve service but are not more likely to have propensity for active duty service. Thus, 26 percent of the minority family men have positive propensity for Guard/Reserve service and not active duty service. This compares to 15 to 18 percent of PS individuals in the other four segments who are positive only toward Guard/Reserve service. Recruiting efforts addressed to the minority family men are less likely to be in direct competition with similar efforts from the Active Forces since two and a half times as many of the minority family men are interested only in Guard/Reserve service than are also interested in reenlisting in the Active Forces.

TABLE 4-3: PROPENSITY TO SERVE IN THE GUARD/RESERVE AND ACTIVE FORCES
PS SAMPLE SEGMENTS

	PERCENT OF DEMOGRAPHIC SEGMENT				
	<u>Middle Class Whites</u>	<u>Working Men</u>	<u>Students</u>	<u>Single Men</u>	<u>Minority Family Men</u>
<u>Percent with positive propensity for:</u>					
Both Guard/Reserve and Active Forces service	6.6	6.6	7.2	6.1	10.5
Guard/Reserve service only	15.1	15.8	17.7	18.3	26.5*
Active Forces service only	3.8	2.2	3.7	2.3	1.2

* Indicates the difference between this segment and others is statistically significant ($p < .05$).

As reported in Chapter 3.0, a substantial number of persons with positive propensity to enlist in the Guard/Reserve say they are likely to become officers if they enlist. If this attitude is more prevalent among some segments than others, and if these people ultimately do not enlist because the expectation of becoming an officer cannot be met, the propensity for these segments would have to be adjusted to reflect the loss. However, this is not the case. There are no statistically significant differences among the five segments in perceived likelihood of becoming officers. Among those PS men and women with positive propensity to enlist in either the Guard/Reserve or Active Forces, the percentages of those saying they are either "very" or "somewhat" likely to serve as officers range from 33 percent for the Single Men segment to 50 percent for the Student and Middle Class White segments.

4.3 Behavioral Intentions Which Relate to Enlistment Propensity

Previous RCAS waves have shown that self-reported intentions to engage in certain specific behaviors are related to enlistment propensity (reviewed in the Appendix). Respondents were asked how likely they are to engage in those behaviors during the next six months. Three of the behaviors are directly related to military enlistment; viz., talking to a recruiter, talking to family or friends about military enlistment, and finding out about enlistment incentive programs. The remaining four relate to changes in their civilian life. Table 4-4 shows the percentages of each PS sample segment who say they are likely to engage in each of these behaviors. As can be seen in that table, Minority Family Men are significantly more likely to say they will talk to a military recruiter and find out about military incentive programs during the next six months (statistically significant). They are also statistically significantly more likely to say they will look for

TABLE 4-4: BEHAVIORAL INTENTIONS
PS SAMPLE SEGMENTS

		PERCENT OF DEMOGRAPHIC SEGMENT WITH BEHAVIORAL INTENTIONS				
	<u>Total Sample</u>	<u>Middle Class Whites</u>	<u>Working Men</u>	<u>Students</u>	<u>Single Men</u>	<u>Minority Family Men</u>
<u>Intentions during the next six months:</u>						
<u>Enlistment-Related</u>						
Find out more about bonus programs or educational incentives for joining the military	26	27	22	25	27	40*
Talk to family or friends about military service	19	20	19	16	20	30*
Talk to a recruiter for one of the military services	17	19	15	17	16	28*
<u>Job-Related</u>						
Train for a new or higher level job	80	83	76	81	82	83
Look for a job or look to change jobs	53	58	43*	61*	55	53
<u>Other</u>						
Look for a way to make some extra money in your spare time	71	70	68	77	75	81*
Look for a way to change the routine in your life	63	65	56*	66	70	67

* Indicates that this demographic group is significantly different from the total PS sample ($p < .05$).

a way to earn extra money in the coming year. Moreover, the Minority Family Men's behavioral intentions are correlated to high propensity levels. These individuals seem especially likely to react positively to recruiting efforts since many of them say they are likely to seek out the information on their own initiative.

Working men are less likely than individuals in the other PS sample segments to say they will engage in those behaviors which will affect their civilian job status. They are least likely to say they will look for a new job, look for a way to earn extra money or look for a change in routine. It may be hypothesized that Workers' high employment commitments are barriers to Guard/Reserve service. They tend to work overtime and may feel that Guard/Reserve service would interfere with their ability to do so.

The Working Men's perceptions of employer support for Guard/Reserve service do not differ significantly from those of employed individuals in other PS sample segments. In general, about three PS sample members in four said that being a member of the Guard/Reserve would not help them in a civilian job. Furthermore, only half said their companies would be positive with respect to Guard/Reserve participation.

4.4 Attitudes, Perceptions and Prior Service Experience

As described in previous RCAS reports, attitudes and perceptions tend to be more highly related to enlistment propensity than are demographic characteristics (see Appendix). In addition, satisfaction with prior military service is related to enlistment propensity among Prior Service individuals. Table 4-5 summarizes the results for variables which differ among the segments. Each segment will be described below in terms of the attitudes, perceptions, and experiences which differentiate it from the others.

TABLE 4-5: ATTITUDES, PERCEPTIONS AND PAST SERVICE EXPERIENCE
PS SAMPLE SEGMENTS

	Total Sample	DEMOGRAPHIC SEGMENT				
		Middle Class Whites	Working Men	Students	Single Men	Minority Family Men
<u>Mean scale scores</u>						
Attitudes toward military ¹⁾	7.4	7.3	7.1	8.1*	7.3	7.3
Status benefits of Guard/ Reserve service ¹⁾	10.6	10.6	10.8	10.6	10.8	9.7*
Enjoys community or religious activities ²⁾	7.14	7.26	7.26	6.96	7.30	6.64*
Enjoys outdoor activities ²⁾	6.38	6.78*	5.48*	7.21*	6.08	5.31*
Enjoys reading ²⁾	8.00	7.92	8.28*	7.80	8.10	7.79
<u>Percent "very" or "somewhat"</u>						
Satisfied with military service	70	70	71	68	68	75
Found service experience useful in civilian life	54	57	60*	45	47	51
Satisfied with ability to meet financial needs since separation	67	64	76*	57*	67	73
<u>Percent planning in the next year</u>						
To buy a home	21	18	28*	8*	16	48*
Further education (and not currently in school)	34	32	38	21*	36	65*

* Indicates demographic segment is significantly different from total sample ($p < .05$).

1) Scale scores were formed by adding responses to four items measuring each factor, thus -- 4 = very positive, 16 = very negative.

2) Scale scores were formed by adding preferences for three activities related to each factor, thus -- 3 = like very much, 12 = dislike altogether.

White Middle Class -- less likely to prefer outdoor activities, such as hunting, fishing, and working on cars or motorcycles.

Working Men -- more likely to prefer outdoor activities, less likely to prefer reading, more likely to say that their service experience has been useful in civilian life, more satisfied with their abilities to meet their financial needs since leaving active duty, and more likely to be planning to buy a home in the next year.

Students -- less positive toward the military, less likely to prefer outdoor activities, less satisfied with their abilities to meet their financial needs since leaving active duty, less likely to be planning to buy a home, and (not including those currently attending school) less likely to be planning further education.

Minority Family Men -- most positive toward the status benefits of Guard/Reserve service, (e.g., they say that the Guard/Reserve is respected in their communities and they would be proud to be a member of the Guard/Reserve), more likely to prefer outdoor activities and to prefer community or religious activities. They are also more likely to be planning to buy a home in the near future or be planning further education but not currently attending school.

The Single Men sample segment did not differ from the total sample to a statistically significant degree on any of the attitude, perception or past service experience variables.

The differences between segments on attitudes and perceptions may be used to develop differentiated recruiting strategies. For example, Working Men may react most positively to recruiting efforts which center on their perceptions of usefulness of

military experience in civilian life. The Minority Family Men, who already have the highest enlistment propensity, may react positively to recruiting efforts which focus on community service attitudes and pride in the Guard/Reserve. Their family commitments do not appear to offer barriers to enlistment, but may in fact contribute to their motivation to enlist. Their motivation to earn additional money may stem from the fact that they have more dependents. It may also relate to their plans for the future, planning to buy a home in the near future or planning to go to school. Guard/Reserve service is likely to be compatible with meeting their goals by providing additional training and income.

4.5 Enlistment Propensity Under Various Incentive Programs

Enlistment incentive programs may serve to enhance enlistment propensity and to increase the portion of positive propensity individuals who enlist. Specific incentive programs may be differentially effective among the PS sample segments and result in a different mix of individuals with positive propensity to enlist.

Respondents were asked how likely they would be to enlist in the Guard/Reserve under:

- Bonus incentive programs (\$2,000, \$3,000 or \$4,000) and
- Education incentive programs (up to \$1,000, \$1,500 or \$2,000 tuition assistance per year for up to four years).

They were also asked how much their propensity would increase if they were able to obtain new skills training on either a full- or part-time basis. Length of service obligation required for eligibility under the incentive programs was not specified so that enlistment propensity under incentive programs could be compared directly with the standard enlistment propensity measure.

4.5.1 Bonus Programs. Table 4-6 summarizes the changes in enlistment propensity of the five segments under each level of bonus incentive.¹⁾ The increases in propensity to enlist under cash bonus programs is greatest for the Middle Class Whites and lowest for the Single Men.

The absolute level of propensity under a bonus program is highest among the Minority Family Men, who also had the highest propensity without incentives. However, a bonus program doubles the percentage of Middle Class Whites who have positive propensity (propensity increases from 22 percent to 44 percent with a \$4,000 bonus). As the bottom line of Table 4-6 shows this leads to almost a 7 percentage point increase in the percent with positive propensity for the total PS sample. The increase for Minority Family Men represents only 1 percent of the total sample. Furthermore, among the remaining three PS sample segments, there are increases of 10 to 16 percentage points in enlistment propensity if offered a \$4,000 enlistment bonus. Thus, a bonus program may change the composition of the positive propensity pool by including more persons from all segments, especially the Middle Class Whites.

In addition to influencing originally negative propensity individuals to become positive, incentive programs are also likely to influence some individuals who say that they will probably enlist to become even more positive and say that they will definitely enlist. Analyses of the conversions from "probably" enlist to "definitely" enlist show that 5 percent of the PS men and women converted to "definitely" enlist if they were able to receive a enlistment bonus. There were no statistically significant differences in the percentage who convert to "definitely" enlist among the five PS sample segments.

1) There were significant effects of order of presentation on incentive levels. The use of average scores is discussed in Chapter 5.

TABLE 4-6: STATISTICALLY SIGNIFICANT INCREASES IN PERCENTAGE
WITH POSITIVE PROPENSITY UNDER BONUS PROGRAMS¹⁾
BY PS SAMPLE SEGMENT

<u>BONUS²⁾</u>	<u>DEMOGRAPHIC SEGMENT</u>					
	<u>Total Sample</u>	<u>Middle Class Whites</u>	<u>Working Men</u>	<u>Students</u>	<u>Single Men</u>	<u>Minority Family Men</u>
(Base propensity)	(24)	(22)	(26)	(26)	(26)	(39)
\$2,000 bonus	--	4	4	--	--	--
\$3,000 bonus	9	14	5	6	--	4
\$4,000 bonus	18	22	13	16	10	14
Percent of Total Sample who become positive propensity (percent who increase x size of segment)	N/A	6.6	3.3	3.3	0.9	1.0

-- Indicates no significant increase under incentive programs.

- 1) The difference between positive propensity (those saying they would "definitely" or "probably" enlist) under the incentive and the base propensity, shown in parentheses.
- 2) The questionnaire item did not specify the length of service obligation under the incentive program.

4.5.2 Education Incentives. Enlistment propensity was also measured under a program of tuition assistance for civilian education for up to four years. Tuition incentives are likely to have the greatest impact in the PS segments with veterans most able to use them because they are either currently attending school or planning to attend school. There are statistically significant differences among the segments with respect to education level, current education situation and plans for further education.¹⁾ As described previously, the Students tend to have more education than the other segments. Both Students and Middle Class Whites are more likely to be currently attending school, as shown in Table 4-7. The table also shows that a statistically significantly greater percentage of Minority Family Men have plans for further schooling.

Two Prior Service individuals in three have used financial aid for schooling, are currently using financial aid or plan to use financial aid. The lower portion of Table 4-7 shows the use or planned use of financial aid among the five PS segments. PS men and women in the Student segment are more likely (to a statistically significant degree) to say that they have used or are using financial aid for education. The Minority Family Men and Middle Class Whites are also significantly likely to have either used or be planning to use financial aid (statistically significant). Of those individuals who had used, are using, or are planning to use financial aid, almost all have some of that financial aid as a result of their military service.

1) Among the PS segments there are no significant differences in the type of high school diploma received. Approximately 10 percent of the PS men and 5 percent of the PS women had received Graduate Equivalency Degrees (GED).

TABLE 4-7: EDUCATIONAL SITUATIONS
PS SAMPLE SEGMENTS

EDUCATIONAL SITUATION	Total Sample	PERCENT OF DEMOGRAPHIC SEGMENT				
		Middle Class Whites	Working Men	Students	Single Men	Minority Family Men
Currently attending school	41.3	54.0*	17.6*	71.5*	21.6*	18.5*
Not currently attending school but planning to attend	34.1	31.7	37.9	21.1*	36.3	64.9*
Used, using or planning to use financial aid	66.7	77.0	42.3*	87.0*	44.7*	77.7*
Financial aid as a result of military service ¹⁾	94.9	95.6	95.5	95.2	90.1	93.8

* Indicates that demographic segment is statistically significantly different from total sample ($p < .05$).

1) Of those who used, are using or planning to use financial assistance.

As predicted from current education status and use of financial aid, education benefits tend to increase enlistment propensity among the Students and Middle Class Whites. Table 4-8 shows that education benefits produce a statistically significant increase in the enlistment propensity among these two segments. Although Students are more likely than any of the other segments to say that Guard/Reserve service would be a barrier to their educational progress, education benefits raise the propensity levels in this group to 38 percent which represents a 3.9 percentage point increase in the percent of the total sample with positive propensity. This is practically the same high level as that of the Minority Family Men (39 percent). Minority Family Men's propensity did not increase under an education bonus program although many are planning further school. However, propensity levels were already higher within this group.

Three percent (3%) of the total PS sample (men and women) converted from "probably enlist" to "definitely enlist" under a tuition assistance incentive. As with conversions to "definitely enlist" under a bonus program, no statistically significant differences occur among the five PS sample segments in the percentage who convert to definitely enlist under a tuition assistance incentive.

TABLE 4-8: STATISTICALLY SIGNIFICANT INCREASES IN PERCENTAGE
WITH POSITIVE PROPENSITY UNDER EDUCATIONAL BENEFIT PROGRAMS¹⁾
BY PS SAMPLE SEGMENT

EDUCATION BENEFIT ²⁾	Total Sample	DEMOGRAPHIC SEGMENT				
		Middle Class Whites	Working Men	Students	Single Men	Minority Family Men
(Base propensity)	(24)	(22)	(26)	(26)	(26)	(39)
Tuition assistance of \$1,000 per year for up to 4 years	--	--	--	--	--	--
Tuition assistance of \$1,500 per year for up to 4 years	--	5	--	--	--	--
Tuition assistance of \$2,000 per year for up to 4 years	11	13	--	12	5	--
Percent of Total Sample who become positive propensity (percent who increase x size of segment)	N/A	3.9	--	2.5	0.5	--

-- Indicates no significant increase under incentive programs.

- 1) The difference between positive propensity (those saying they would "definitely" or "probably" enlist) under the incentive and the base propensity, shown in parentheses.
- 2) The questionnaire item did not specify the length of service obligation under the incentive program.

4.5.3 Skills Training. In addition to being asked about enlistment propensity if they could receive civilian education benefits, propensity was also measured under programs of further skills training through the Guard/Reserve. As shown in Table 4-9, Minority Family Men were most likely to say that being able to attend full-time training in a new skill would increase their propensity to enlist in the Guard/Reserve.¹⁾ (The difference from the total sample is statistically significant.) No statistically significant differences occur among the groups in enlistment propensity if skills training were on a part-time basis. Since Minority Family Men are more likely than the other individuals to plan to attend school, they may perceive further training through the Guard/ Reserve as a means of accomplishing that goal.

4.5.4 Summary. The incentive programs appear to be effective in increasing enlistment propensity among all segments of prior service individuals. Many individuals in each segment say an opportunity for further training in a new skill would increase their enlistment propensity. The Minority Family Men are most positive toward full-time training programs. Bonus programs are especially likely to increase the percentage of Middle Class Whites who have positive propensity. Education benefits are likely to increase propensity among Students and Middle Class Whites. The bonus and education incentive programs are relatively ineffective in increasing enlistment propensity in the Single Men segment.

1) This measure is not directly comparable to the standard propensity measure; it is not a propensity measure, but a measure of increased interest in Guard/Reserve service. Furthermore, the item did not specify whether further training was to be military or civilian.

TABLE 4-9: PERCENT WHO SAY FURTHER TRAINING WOULD INCREASE THEIR PROPENSITY
BY PS SAMPLE SEGMENTS

SKILLS TRAINING INCENTIVES	Total Sample	PERCENT OF DEMOGRAPHIC SEGMENT				
		Middle Class Whites	Working Men	Students	Single Men	Minority Family Men
(Base propensity)	(24)	(22)	(26)	(26)	(26)	(39)
<u>Further training would increase interest in joining Guard/Reserve¹⁾</u>						
Full time training	39	41	35	39	43	49*
Part time training	34	34	31	34	34	44

* Indicates that demographic segment is statistically significantly different from total sample ($p < .05$).

1) Respondents were asked if the ability to participate in skills training would increase their interest in enlisting in the Guard/Reserve. Thus, the measure is not a propensity score and is not comparable to the standard propensity measure.

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RESERVE COMPONENT ATTITUDE STUDY WAVE IV 1981 TRACKING
STUDY VOLUME 1 MAJ. (U) ASSOCIATES FOR RESEARCH IN
BEHAVIOR INC PHILADELPHIA PA MAY 82

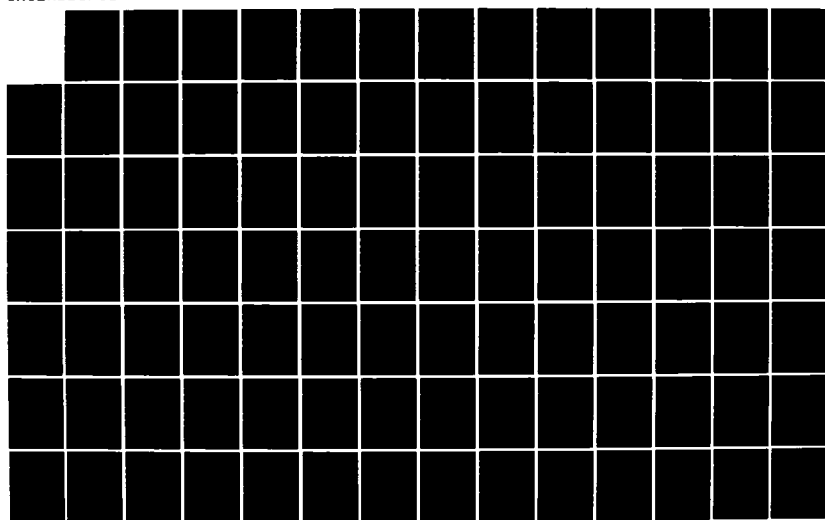
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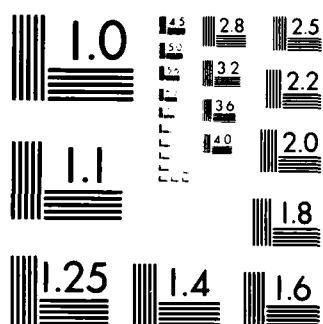
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MICROCOPY RESOLUTION TEST CHART
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4.6 Incentives for Enlistment in the Individual Ready Reserve

Propensity to enlist in the Individual Ready Reserve was measured under three different incentive programs. Table 4-10 shows IRR enlistment propensity under the three incentives programs among the PS sample segments. Minority Family Men are more likely to a statistically significant degree than other individuals to have positive propensity to enlist in the Individual Ready Reserve under either refresher training or low cost group health insurance incentive programs. There are no statistically significant differences in reactions to a cash bonus IRR incentive program among the segments.

A full discussion of attitudes toward the Individual Ready Reserve (IRR), including the relationship of those attitudes to propensity to enlist in the IRR, are the subject of Chapter 8 of this volume.

**TABLE 4-10: PROPENSITY TO ENLIST IN THE INDIVIDUAL READY RESERVE
UNDER VARIOUS INCENTIVE PROGRAMS
BY PS SAMPLE SEGMENTS**

	<u>Total Sample</u>	<u>PERCENT OF DEMOGRAPHIC SEGMENT</u>				
		<u>Middle Class Whites</u>	<u>Working Men</u>	<u>Students</u>	<u>Single Men</u>	<u>Minority Family Men</u>
(Positive propensity to enlist in Selected Reserve)	(24)	(22)	(26)	(26)	(26)	(39)
<u>Propensity to sign up for an additional three years in the IRR if they could receive:¹⁾</u>						
A \$600 bonus	25	28	24	26	21	32
An opportunity to participate in a low cost group life insurance program	23	22	22	24	23	37*
An opportunity to participate in refresher training -- that is two weeks annually -- with full pay and allowances, and a monetary bonus of \$500 for three years service	29	29	27	31	27	40*

* Indicates that demographic segment is significantly different from total sample ($p < .05$).

1) Percent who say they would "definitely" or "probably" enlist in the Individual Ready Reserve.

**5.0 ENLISTMENT PROPENSITY UNDER BONUS AND
EDUCATION INCENTIVES -- NON-PRIOR SERVICE SAMPLE**

There has been continued interest in how benefits and incentive programs are likely to increase Guard/Reserve enlistment propensity. In the current RCAS, therefore, propensity to enlist was measured under two such programs. RCAS 1981 respondents were asked how likely they would be to enlist in the National Guard or Reserves if they were to receive:

- A cash bonus of:
 - \$2,000
 - \$3,000 and
 - \$4,000
- Tuition assistance for civilian schooling of:
 - \$1,000 per year for up to four years,
 - \$1,500 per year for up to four years, and
 - \$2,000 per year for up to four years.

The responses of PS men and women to these and other incentive questions are described in the preceding section. This section focuses on the NPS men and women's:

- Propensity to enlist under specific incentive programs, and
- Characteristics which may differentiate those negative propensity men and women who convert to positive propensity under incentive programs from:
 - Initially positive propensity individuals, and
 - Individuals who remain negative in propensity under all incentive programs.

The last section of this chapter deals with NPS men's and women's perceptions of currently available military service benefits.

5.1 Propensity to Enlist Under Incentive Programs

The length of service obligation required to be eligible for the incentive programs was left unspecified, in order to maintain comparability with the standard enlistment propensity measure.

The order of presentation of the incentive items was balanced within the questionnaire so that approximately half of the individuals reacted to the levels of incentive in ascending order (i.e., \$2,000, \$3,000 and \$4,000) and the other half responded to them in descending order (\$4,000, \$3,000 and \$2,000).¹⁾ The responses from the two different orders were combined for the analyses reported here.

Propensity scores obtained on the incentive questions are not strictly comparable to the propensity scores reported in the preceding chapters because of the order effects. Nevertheless, in order to facilitate comparison of subgroups and incentive levels, the results are presented in terms of increases in propensity under incentive programs. The zero increase at the lowest incentive levels, however, is an artifact of the methods and does not imply that incentives at these levels are ineffective.

5.1.1 Bonus Programs. Changes in enlistment propensity of NPS men and women under bonus incentive programs are shown in Table 5-1. Statistically significant percentages of NPS men and women convert to positive propensity at the \$3,000 and \$4,000

1) This procedure is documented in "A Study of Issues Related to Accession and Retention of Enlisted Personnel in the Reserve Components" (ARBOR, 1977).

TABLE 5-1: STATISTICALLY SIGNIFICANT INCREASES IN PERCENTAGE
WITH POSITIVE PROPENSITY UNDER BONUS PROGRAMS¹⁾
NPS SAMPLE

	SEX	
	<u>Males</u>	<u>Females</u>
(Baseline propensity)	(21.2)	(9.0)
<u>Cash bonuses²⁾</u>		
\$2,000 bonus	--	9.9
\$3,000 bonus	9.2	14.7
\$4,000 bonus	16.2	18.7

-- Not significantly different from baseline.

- 1) The difference between positive propensity (those saying they would "definitely" or "probably" enlist) under the incentive and the base propensity, shown in parentheses.
- 2) The questionnaire item did not specify the length of service obligation under the incentive program.

bonus levels. A statistically significant percentage of NPS women also convert to positive propensity at the \$2,000 bonus level. In general, the bonuses are more effective in increasing women's enlistment propensity levels than in increasing men's propensity levels. Nevertheless, the absolute percentage of men with positive propensity is greater than that of NPS women at each of the three bonus levels. Thus, 37 percent of the NPS men have positive propensity under a \$4,000 bonus program, compared to 28 percent of the NPS women who have positive propensity at this level.

Incentive programs may also have a positive influence on enlistment propensity of NPS men and women who were initially positive on the standard propensity measure. Thus, men and women who said they would probably enlist may become even more positive and say that they would definitely enlist. Among NPS men, 3.6 percent converted from "probably" enlist to "definitely" enlist under a bonus program (at any one of the three bonus levels). Among the NPS women, 1.3 percent converted to "definitely" enlist under a bonus program.

Cash bonuses may be most effective in reaching individuals who are looking for ways to make extra money. NPS men and women who become positive toward Guard/Reserve enlistment under bonus incentives are more likely to a statistically significant degree than those who remain negative to say that they plan to look for ways to earn extra money in their spare time. Thus, approximately 51 percent of the NPS men and 59 percent of the NPS women said they were looking for ways to earn additional money. Of those who converted to positive propensity under one or more of the bonuses, 66 percent of the NPS men and 71 percent of the NPS women said they would probably look for a way to earn extra money in the next six months. Other differences between those who become positive under bonus programs and those who remain negative parallel the corresponding differences among those who respond differently to the education incentives. They will be presented following discussion of the education incentives.

5.1.2 Propensity to Enlist Under Education Incentive Programs. The increases in enlistment propensity among NPS men and women under the tuition assistance incentives are presented in Table 5-2. A statistically significant percentage of NPS men and women convert to positive propensity under an education benefit program which would make up to \$2,000 of tuition assistance available per year for up to four years. However, the conversions to positive propensity with \$1,000 and \$1,500 tuition assistance available are statistically significant only for NPS women. As with bonuses, the percentage of individuals who become positive is greater among women than men at each incentive level. Even though a greater percentage of NPS women respond to the education benefits, the absolute levels of propensity under such programs remain greater for NPS men. However, the differences in absolute propensity levels of men and women are small. Thus, 30 percent of the NPS men have positive propensity under a \$2,000 tuition assistance program, compared to 27 percent of the NPS women. The corresponding differences between men's and women's propensities are not statistically significant at the lower incentive levels (\$1,000 and \$1,500 tuition assistance per year). Fewer than 3 percent of the NPS men and just about 1 percent of the NPS women who said they would probably enlist with no incentives, converted to "definitely enlist" with the education benefit.

TABLE 5-2: STATISTICALLY SIGNIFICANT INCREASES IN PERCENTAGE
WITH POSITIVE PROPENSITY UNDER EDUCATIONAL BENEFITS¹⁾
NPS SAMPLE

	SEX	
	<u>Males</u>	<u>Females</u>
(Baseline propensity)	(21.2)	(9.0)
<u>Educational benefits²⁾</u>		
Tuition assistance of \$1,000 per year for up to 4 years	--	8.5
Tuition assistance of \$1,500 per year for up to 4 years	--	11.8
Tuition assistance of \$2,000 per year for up to 4 years	8.4	17.9

-- Not significantly different from baseline.

- 1) The difference between positive propensity (those saying they would "definitely" or "probably" enlist) under the incentive and the base propensity, shown in parentheses.
- 2) The questionnaire item did not specify the length of service obligation under the incentive program.

While bonuses act as incentives to most young people, tuition assistance is most likely to attract persons currently attending school or planning to attend school. The percentage of individuals who convert to positive propensity under one or more of the tuition incentives is presented by the relevant educational category in Table 5-3 for high school students and for high school graduates with less than 4 years of college. No statistically significant differences occur in conversions to positive propensity between NPS men and women currently attending high school and those who have graduated from high school. Among high school students, those who are planning to attend school after high school are more likely to convert to positive propensity under educational benefit programs to a statistically significant degree. NPS women high school graduates who are planning to attend school (after high school) are more likely to a statistically significant degree than those not planning further education to have positive propensity under tuition assistance incentives. Furthermore, NPS women who are planning to use financial aid for education costs are more likely than other individuals to convert to positive propensity under education incentives. Among the NPS men, those attending school are most likely to convert to positive propensity under tuition benefits. Use and planned use of financial aid is not significantly related to conversion to positive propensity under the education benefits included in the 1981 RCAS interview. Further discussions of differences between those individuals who convert to positive propensity under incentive conditions and those who do not will be presented in the next section.

TABLE 5-3: EDUCATION SITUATION AND PLANS
NPS SAMPLE

	NPS MEN		NPS WOMEN	
	Percent of Sample	Percent at Each Level Who Become Positive Under Education Benefits	Percent of Sample	Percent at Each Level Who Become Positive Under Education Benefits
<u>Currently Attending High School</u>	12	20	12	26
Plan further schooling after high school ¹⁾	81	23		28
(Plan to use financial aid) ²⁾	(39)	(23)	(47)	(33)
Not planning further school ¹⁾	19	7	10	15
<u>High School Graduates with Less than 4 Years of College</u>	64	16	64	20
Currently attending school ³⁾	36	20	33	25
(Using financial aid) ⁴⁾	(40)	(23)	(48)	(26)
Planning to attend school but not currently attending ³⁾	24	15	23	28
(Planning to use financial aid) ⁵⁾	(29)	(17)	(44)	(24)
Not attending or planning to attend school ³⁾	41	12	43	13

1) Of those currently attending high school.

2) Of those planning further school after high school.

3) Of high school graduates who have less than 4 years of college.

4) Of those currently attending school.

5) Of those planning further school.

5.2 Differentiating Incentive Motivated Respondents

It may be desirable to implement incentive programs based upon the type of accessions they are likely to attract as well as the number of potential accessions they attract. Therefore, NPS men and women who have initial propensity toward enlistment in the Guard/Reserve were compared with those who became positive under one or more of the incentive programs this year and in RCAS II and III (see Appendix). The variables which differentiate persons who convert under education incentives are generally the same variables which differentiate persons who convert under bonus incentives. In fact, there is a large overlap in respondents who convert under the different incentive programs, with almost half who convert under one type of program also converting under the other type (46 percent of the NPS men and 52 percent of the NPS women who convert to positive propensity).

Among the NPS men, 26 percent convert to positive propensity under one or more incentive program and 27 percent for the NPS women do so. There are 53 percent of the NPS men and 64 percent of the NPS women who remain negative under all incentive programs considered.

The demographic characteristics of those who convert to positive propensity under bonuses and those who convert under education benefits, and those who are initially positive are shown in Table 5-4 and 5-5. NPS men who convert to positive propensity under bonuses in comparison to NPS men who are initially positive in enlistment propensity are more likely to a statistically significant degree to be older, have more formal education, be white and to be employed. Those who convert under education benefits are also more likely than the initially positive propensity men to a statistically significant degree to be older, have more formal education, and be white. These, and other statistically significant differences are shown in Table 5-4.

TABLE 5-4: DEMOGRAPHICS OF THOSE WHO CONVERT TO POSITIVE PROPENSITY
 UNDER INCENTIVE PROGRAMS AND THOSE WHO DO NOT
 NPS MALES

DEMOGRAPHIC VARIABLE	Have Positive Propensity	BONUSES		EDUCATION BENEFITS	
		Become Positive Propensity	Remain Negative Propensity	Become Positive Propensity	Remain Negative Propensity
Average:					
Age	20.09+	21.11*	21.97	20.77*	21.97
Number of dependents	1.36	1.50	1.49	1.35	1.52
Number of siblings	3.10	2.91	2.76	3.09*	2.73
Father's education ¹⁾	1.98	2.11*	2.53	2.17*	2.47
Mother's education ¹⁾	2.05	2.17*	2.55	2.21*	2.51
Grades in high school ²⁾	2.61	2.61*	2.80	2.61*	2.80
Education ³⁾	3.14+	3.93*	4.53	3.93*	4.48
Number of hours worked per week ⁴⁾	31.6	29.4	31.9	26.1*	32.5
Proportion:					
White	.66+	.82*	.92	.80*	.92
Married	.14+ ⁵⁾	.23	.28	.16*	.29
Own home	.11	.16	.18	.10*	.20
Living with parents	.70+	.56	.50	.62*	.48
Currently attending school	.50	.42	.37	.47*	.37
Employed	.67+ ⁵⁾	.76	.79	.71*	.80
Using or planning to use financial assistance for schooling	.22+	.33*	.25	.33	.26
Know mother's education	.89	.90	.94	.90	.94
Know father's education	.75	.80	.85	.81	.84
Planning to attend school but not currently attending school	.39	.32	.26	.33	.26
Attending high school	.38+	.15*	.07	.15	.08

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 4 = A, 0 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) Includes only those who are employed.

5) Statistically significant from those who convert under bonuses, but not from those who convert under education benefits.

* Indicates the difference between those who become positive under specified bonus programs and those who do not are statistically significant ($p < .05$).

+ Indicates the difference between the initially positive propensity group and those who convert to positive propensity under bonuses or education benefits is statistically significant ($p < .05$).

Table 5-5 contains the demographic characteristics for NPS women who have initial positive propensity and who convert under bonuses and under education benefits. Among NPS women, fewer who convert to positive propensity are currently attending high school than are NPS women with initial positive propensity. Although no other differences are statistically significant the patterns of results among the women are similar to those found for men.

NPS men and women who convert to positive propensity under bonuses or education benefits also differ from those who remain negative. In both NPS samples, those who say they would enlist under incentive conditions are significantly younger, more likely to be members of a minority group, have less formal education, and are more likely to have parents with lower educational attainments. These and other differences are shown in Table 5-4 for NPS men and Table 5-5 for NPS women.

TABLE 5-5: DEMOGRAPHICS OF THOSE WHO CONVERT TO POSITIVE PROPENSITY
 UNDER INCENTIVE PROGRAMS AND THOSE WHO DO NOT
 NPS FEMALES

DEMOGRAPHIC VARIABLE	Have Positive Propensity	BONUSES		EDUCATION BENEFITS	
		Become Positive Propensity	Remain Negative Propensity	Become Positive Propensity	Remain Negative Propensity
Average:					
Age	20.49	21.03*	21.87	20.98*	21.87
Number of dependents	1.65	1.79*	1.57	1.80*	1.57
Number of siblings	3.11	3.13*	2.83	3.26*	2.81
Father's education ¹⁾	1.82	1.88*	2.43	1.80*	2.44
Mother's education ¹⁾	2.28	2.27*	2.42	2.44*	2.13
Grades in high school ²⁾	2.78	2.85*	3.04	2.93	3.02
Education ³⁾	3.69	3.67*	4.47	3.82*	4.42
Number of hours worked per week ⁴⁾	22.5	16.3*	21.5	16.4*	21.4
Proportion:					
White	.61	.69*	.87	.63*	.89
Married	.20	.22*	.34	.23*	.34
Own home	.07	.13*	.20	.12*	.20
Living with parents	.61	.56*	.43	.56*	.43
Currently attending school	.46	.43	.37	.44	.37
Employed	.50	.52*	.63	.50*	.63
Using or planning to use financial assistance for schooling	.35	.38	.33	.40*	.33
Know mother's education	.88	.93	.93	.91	.94
Know father's education	.68	.77	.83	.76*	.83
Planning to attend school but not currently attending school	.50	.42*	.27	.45*	.26
Attending high school	.29+	.18*	.11	.17*	.11

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 4 = A, 0 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) Includes only those who are employed.

* = Indicates those who become positive under one or more incentive programs are significantly different from those who do not on these variables ($p < .05$).

+ Indicates the difference between the initially positive propensity group and those who convert to positive propensity under bonuses or education benefits is statistically significant ($p < .05$).

The use of incentives may increase the overall educational attainment of the pool of young men and women with positive enlistment propensity. Table 5-6 shows the educational completion of NPS men and women with initial positive propensity and those who convert to positive propensity and those who convert to positive propensity under either bonuses or education benefits. As shown in the table, NPS men who convert to positive propensity under bonus incentives are statistically significantly more likely to have received standard high school diplomas and to have been A or B students in high school.

The preceding comparisons reveal some differences among those who convert as compared to those who are initially positive propensity. That is, the incentives seem to be inducing propensity among people who are similar to the initial propensity group rather than to people who are fairly different. The negative propensity men and women most likely to convert to positive propensity under incentives are those who are similar to the current positive propensity pool. They are young, minority members, and have less formal education.

**TABLE 5-6: EDUCATION COMPLETION INDEX OF THOSE WHO CONVERT TO
POSITIVE PROPENSITY UNDER INCENTIVE PROGRAMS
NPS MALES AND FEMALES**

	PERCENT OF NPS MEN WHO:		
	Have Positive Propensity	CONVERT TO POSITIVE PROPENSITY UNDER:2)	
		Bonuses	Education Benefits
(BASE)	(181)	(217)	(162)
<u>Education completion index¹⁾</u>			
Standard high school diploma			
A or B student	44	56*	53
C student or less	29	25	25
Graduate Equivalency Degree (GED)	7	5	7
High school dropout	20	14	15
Total	100%	100%	100%

	PERCENT OF NPS WOMEN WHO:		
	Have Positive Propensity	CONVERT TO POSITIVE PROPENSITY UNDER:2)	
		Bonuses	Education Benefits
(BASE)	(69)	(188)	(185)
<u>Education completion index¹⁾</u>			
Standard high school diploma			
A or B student	56	60	66
C student or less	22	16	14
Graduate Equivalency Degree (GED)	3	7	6
High school dropout	19	17	14
Total	100%	100%	100%

1) Does not include high school students.

2) There is overlap between those who convert to positive propensity under bonuses and education benefits.

* Indicates the differences between those who convert to positive propensity and those who initially have positive propensity is statistically significant ($p < .05$).

5.3 Perceived Availability of Benefits

New items were added to the 1981 RCAS in order to determine NPS men's and women's awareness of benefits available through service in the Reserve Components and the Active Military. They were asked about the availability of bonuses for joining, free travel to Europe or Japan, skills training programs and tuition assistance for civilian education. Table 5-7 presents perceived availability of each benefit among NPS men and NPS women. NPS men and women were most likely to say that skills training programs are available, for both the Guard/Reserve and the Active Military. As shown in the table, over four NPS men and women in five said

TABLE 5-7: PERCEPTIONS OF AVAILABLE BENEFITS
NPS SAMPLE

	Percent that Perceive Benefit to be Available in Guard/Reserve		Percent that Perceive Benefit to be Available in the Active Forces	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
Bonuses for joining	71.1	64.2	73.9	69.3
Free travel to Europe or Japan	60.5	61.0	73.2	70.4
Skill training programs	90.8	90.0	92.5	90.3
Tuition assistance for civilian education	82.0	83.6	84.0	84.0

that tuition assistance for civilian education is now available through Guard/Reserve service. The difference between this proportion and the lower proportion who say that bonuses for joining are currently available is statistically significant. Furthermore, the difference in the percentage of the NPS men and women who say that bonuses for joining are available is statistically significant with more men than women saying bonuses for joining are available. NPS men and women are least likely to perceive free travel to Europe or Japan as a current benefit or Guard/Reserve service.

Perceived availability of benefits were analyzed in relation to propensity to enlist under bonus and tuition benefit programs (discussed in the previous section). Perceptions of availability do not relate to reactions to incentive programs to a statistically significant degree.

6.0 PERCEPTIONS OF GUARD/RESERVE UNIT AVAILABILITY,
GEOGRAPHIC MOBILITY AND ENLISTMENT PROPENSITY:
FURTHER EXPLORATIONS OF BARRIERS TO ENLISTMENT

Enlistment propensity is a disposition. No matter how disposed a potential enlistee may be there may exist barriers that interfere with being able to enlist. People encountering these barriers may either not take any steps toward enlisting and/or their propensity may decrease. Either way, these people may be lost from the available pool of potential enlistees.

In prior waves, we have examined such potential barriers as school attendance, number of hours and days of the week worked, six-month full-time training obligation, and the presence of Guard/Reserve units within a proximate geographic area in an effort to evaluate their effect and to offer possible solutions.

In this chapter, we will examine the effects of two perceptual barriers, that is, barriers that exist if potential enlistees perceive certain events or possibilities to be true or not. One barrier -- geographic mobility -- generates a perception that people can be locked into a situation they do not want to be in. The other barrier -- Guard/Reserve unit availability -- operates by locking potential enlistees out.

It had been suggested that individuals considering enlistment in the Guard/Reserve might inappropriately believe that once having joined a unit they would be committed to remaining in that unit and consequently unable to move from that geographic area. Obviously, a person believing this to be true would be concerned about his or her ability to move on account of job or family needs

and consequently not be prone to consider Guard/Reserve enlistment. In this chapter, we will examine:

- The degree to which the opportunity for geographic mobility is perceived to exist,
- Whether telling people that geographic mobility is not a barrier has any effect on propensity, and
- Whether the people who increase their propensity as a result of such information are more desirable enlistment candidates.

The issue of whether the perceived availability of a Guard/Reserve unit may be a barrier to enlistment has been examined previously. A high reported awareness of Guard/Reserve training centers in areas proximal to where potential enlistees and veterans live has been found. For this RCAS wave, the NPS sampling plan was changed, as noted in Section 2.2.2. Previously the sample had been clustered in areas in which Army Reserve training centers existed. In this wave a national probability sample was used. Since areas in which training centers may not be close to a potential enlistee are included, it was necessary to determine whether training unit availability is more of a problem than had been reported previously.

6.1 Perceptions of Guard/Reserve Service and Geographic Mobility

The percent of NPS males and NPS females who perceive an opportunity to transfer or go inactive if they moved to another geographic area is shown in Table 6-1. The opportunity for geographic mobility is not perceived as a barrier for about

TABLE 6-1: PERCEPTIONS OF ABILITY TO TRANSFER
OR GO INACTIVE IN GUARD/RESERVE

	NPS		PS	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
<u>Perceive opportunity to transfer</u> <u>or go inactive if moved to</u> <u>another geographic area</u>				
Yes	53%	51%	47%	50%
No	17	19	40	41
Don't know	30	30	13	9
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

50 percent of the sample, whether they be NPS or PS, male or female. For the majority of the remaining NPS males and females, it would appear to be a matter of knowledge, 30 percent simply do not know. For the PS males and females, on the other hand, a substantial number of the remainder, about 40 percent, do not perceive the opportunity to transfer or go inactive if moved to another geographic area. This result would appear to be anomalous given a policy that does offer these alternatives. Such a high percentage of definite "No's" cannot be dismissed as mere lack of, or distortion of actual knowledge. While we do not have specific corroborative information, we would suggest that it reflects general experience with the intractability of military procedure and perhaps information about the difficulty of transferring obtained through buddies or through Guard/Reserve members with whom they came into contact during active duty. Prior qualitative work with Guard/Reserve recruiters indicates that reasonable attempts are made to ensure that transferred Reservists do become active in another unit if they move to another area of the country. Such pressure while reasonable, might be perceived as not being able "easily" to go inactive.

Would providing information that it is possible to transfer to another unit or go inactive if one moved to another geographical area increase propensity; i.e., decrease the perceived barrier? The reported shift in propensity when respondents are presented with such a possibility is given in Table 6-2.

About one-fifth of the respondents in each of the four groups -- NPS males and females and PS males and females -- say that they would increase their propensity very much or somewhat if they could transfer or go inactive. While this appears to be a moderately strong shift, it occurs not only among those respondents who previously did not believe or did not know that they would be allowed to transfer to another unit or go inactive if they moved to another geographic area, but also among those who reported that they did know.

TABLE 6-2: EFFECT ON ENLISTMENT PROPENSITY
OF BEING ABLE TO TRANSFER OR GO INACTIVE

	NPS		PS	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
<u>Degree of increase in propensity</u> <u>if could transfer or go inactive</u>				
Increase very much	5	4	5	8
Somewhat	14	12	14	14
Only slightly	17	15	14	13
Not at all	61	65	65	62
Don't know	3	4	2	3
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

An analysis examining what types of persons say they are likely to increase their interest in joining the Guard/Reserve if they were allowed to transfer or go inactive was conducted. Within each sample, individuals who said that the opportunity to transfer or go inactive would increase their interest in Guard/Reserve service very much or somewhat (positive transfer group) were compared to those who said that it would increase their interest only slightly (minimal interest group) and those who said it would not increase their interest (static group). Comparisons between these groups were made on demographic characteristics, attitudes and behavioral intentions.

Both attitudinally and behaviorally, those people who increase their propensity seem to be a more interesting market segment than those who do not. As can be seen in Tables 6-3 and 6-4 the positive transfer group is statistically significantly more likely than the static group to say that in the next six months they will:

- Look for a job or look to change jobs,
- Look for a change in routine,
- Look for a way to earn extra money in their spare time,
- Train for a new or higher level job,
- Talk to family or friends about joining the military,
- Find out more about incentive programs in the military, and
- Talk to a military recruiter.

The minimal interest groups (those who say their interest would increase only slightly) also tend to say they plan to engage in the specified behaviors more so than the static groups. They tend to be less likely to report these behavioral intentions, however, than the positive transfer group members.

**TABLE 6-3: BEHAVIORAL INTENTIONS AND PERCEPTION OF GUARD/RESERVE
BY INTEREST IN TRANSFER OR INACTIVE OPTION
NPS SAMPLE**

	NPS MALES			NPS FEMALES		
	Propensity Under Transfer Option			Propensity Under Transfer Option		
	Increases Very Much or Somewhat	Increases Only Slightly	Does Not Increase	Increases Very Much or Somewhat	Increases Only Slightly	Does Not Increase
<u>Plan to do in the next six months</u>						
Look for a way to earn extra money	88.3%	84.8%+	68.8%*	87.4%	82.8%+	71.9%*
Train for a new or higher level job	82.4	77.3	73.6*	78.3	85.8+	68.7*
Look for a way to change the routine in your life	73.8	61.6	55.2*	82.8	80.5+	68.5*
Look for a job or look to change jobs	68.5	57.9+	49.0*	67.2	69.2+	57.1*
Find out more about bonus programs or educational incentives	54.3	35.0+	13.0*	40.8	29.6+	7.2*
Talk to family or friends about joining military service	45.2	29.4+	10.6*	33.9	24.9+	5.9*
Talk to a recruiter for one of the military services	41.0	22.2+	8.1*	27.4	16.6+	4.4*
<u>Perceptions of Guard/ Reserve</u>						
Perceive Guard/ Reserve has a good choice of job and training programs	74.2	66.8+	52.1*	77.6	74.0+	52.2*

- * Indicates that the difference between the positive transfer group (increases very much or somewhat) and the static group (no increase) is statistically significant ($p < .05$).
- + Indicates that the difference between the minimal interest group (increase only slightly) and the static group (no increase) is statistically significant ($p < .05$).

TABLE 6-4: BEHAVIORAL INTENTIONS BY INTEREST IN TRANSFER OR INACTIVE OPTION
PS SAMPLE

	PS MALES			PS FEMALES		
	Propensity Under Transfer Option Increases Very Much or Somewhat	Increases Only Slightly	Does Not Increase	Propensity Under Transfer Option Increases Very Much or Somewhat	Increases Only Slightly	Does Not Increase
<u>Plan to do in the next six months</u>						
Look for a way to earn extra money	85.3%	81.1%+	70.4%*	78.0%	66.3%	55.7%*
Train for a new or higher level job	84.1	89.0+	78.2	88.0	84.9+	72.5*
Look for a way to change the routine in your life	75.0	71.3+	55.4*	83.4	68.2	62.8*
Look for a job or look to change jobs	65.9	61.0+	49.2*	64.5	55.0	46.2*
Find out more about bonus programs or educational incentives	55.4	36.4+	15.4*	56.0	40.1+	11.6*
Talk to a recruiter for one of the military services	40.9	25.6	10.3*	43.1	22.5	6.4*
Talk to family or friends about joining military service	40.5	27.2	12.0*	44.2	28.4	8.5*
<u>Perceptions of Guard/ Reserve</u>						
Perceive Guard/Reserve has a good choice of jobs and training programs	83.7	81.4+	63.6*	85.3	82.4+	64.7*

* Indicates that the difference between the positive transfer group (increase) and the static group (no increase) is statistically significant ($p < .05$).

+ Indicates that the difference in the minimal interest group (increase only slightly) and the static group (no increase) is statistically significant ($p < .05$).

In addition, the positive transfer and minimal interest groups are more likely to a statistically significant degree than the static groups to feel that Guard/Reserve service would provide them with a good choice of jobs and training programs.

To summarize, there is reason to be concerned about the percentage of NPS people who report that they do not know that they can transfer to another unit or go inactive and the percentage of PS people who say that they cannot transfer to another unit or go inactive if they moved to another geographic area. It is much less clear, at the moment, whether telling these people that they can transfer to another unit or go inactive if they moved will produce a large shift in their propensity. However, given the positive characteristics of those people who do shift when provided information that they could transfer or go inactive if they moved, the value of providing this information is still worth considering. Given the generally positive nature of the transfer option group, such information might provide just a little bit more of a positive leaning.

6.2 Perception of Guard/Reserve Availability

6.2.1 Non-Prior Service Individuals. The results show that even with a national probability sample which covers a wider geographical area than previous RCAS samples, the percentage of NPS men who report that there is a Guard/Reserve unit close enough to join is high and comparable to a previous sample (70 percent in this wave and 77 percent in RCAS baseline study).¹⁾ There is no comparable set of data for NPS women.

1) The question in RCAS baseline study was slightly different. It asked if there was a National Guard or Reserve Training Center in their area.

In this RCAS, the difference between NPS males and females in perceived Guard/Reserve availability is statistically significant, with fewer (62 percent) NPS females saying there is a unit close enough for them to join. In addition, 31 percent of the NPS females and 18 percent of the NPS males say they do not know whether there is a unit close enough to join.¹⁾ The most reasonable hypothesis for the difference between NPS males and females who do not know whether there is a unit close enough to join is that with a greater number of males in the Guard/Reserve, the information about training units is more available to men than women.

6.2.2 Prior Service Individuals. The 1981 sampling plan did not change from that of earlier years for PS males and females. Nevertheless, PS males and females were asked to report on their attempts to find a Guard/ Reserve training unit. These data cast some light on what tends to happen to a PS person who actually initiates an informational search.

Approximately 50 percent of both PS males and females try to find a unit close enough to join. (See Table 6-5) For these people, the data show that there is no problem in finding a unit. Finding an opening or a fit with that unit is another matter. Only 41 percent of the males who find a unit report an opening, and even fewer females, 28 percent report finding an opening.

1) The difference in the percentage of males and females who say they do not know whether or not there is a unit close enough to join is not likely to be due to a real difference in the availability of Guard/Reserve training units: Both males and females are drawn from a national probability sampling frame. Neither is it likely to be due to perceptual differences resulting from differing propensities, with the NPS women sample having a lower average propensity. An analysis of positive and negative propensity men and women shows no differences in the percentage of men and women who say that a Guard/Reserve unit is close enough to join.

TABLE 6-5: RESULTS OF PS MALES AND FEMALES
ATTEMPTS TO FIND A UNIT CLOSE ENOUGH TO JOIN

	<u>PS Males</u>	<u>PS Females</u>
BASE	1812	572
Tried to find a unit close enough	48%	47%
Found a unit ¹⁾	92%	91%
Unit had opening ²⁾		
Yes	41%	28%
No	24%	28%
Don't know	35%	44%

1) Of those who tried to find a unit.

2) Of those who found a unit.

Also telling is the fact that a large percentage of males and females who find a unit do not know whether there is an opening. The lack of knowledge about an opening may be due to a failure to inquire about an opening in the unit, murkiness of a response by the unit if an inquiry was made, or uncertainty about the current situation at that unit.

6.3 Summary and Implications

For a substantial number of NPS males and females the possibility of moving from one geographic area to another may be perceived as a barrier to enlistment. A good many, 20 percent, do not even perceive the opportunity, and 30 percent don't know whether they would have the opportunity.

The problem among the PS males and females is of a different degree; 40 percent do not perceive an opportunity to transfer or go inactive. It would appear that some sort of informational campaign primarily to clarify the situation among the NPS potential enlistees and to counter the misperception or belief among PS personnel could be helpful. Arguing against such an approach is the inability to show an unequivocal shift in positive propensity when the respondents are told of their option. Supportive of such an approach is the more positive qualities of the people who do shift their propensity positively when told of their options. The net of these trends suggest better communication of information about being able to transfer or go inactive. This is probably a low cost option as it can easily be integrated with other information already being conveyed routinely. However, to optimize the effect and especially among the PS personnel, the approach ought to be very affirmative and strong.

While perceived availability of training units is high among NPS males, almost 20 percent still report they do not know whether there is a unit close enough to join. This uncertainty is even greater among NPS women. An informational campaign also would seem to be warranted here. The cost should also be low, especially if integrated into ongoing awareness advertising efforts.

Among PS males and females the significant barrier resides more in the availability of openings within units uncovered by those seeking to join than in merely locating a unit. This problem may be possibly compounded by a lack of contact and communication between nearby units and PS personnel who express interest. This issue deserves further clarification as it involves people who have given strong behavioral indications of interest.

7.0 ATTITUDES TOWARD DRAFT REGISTRATION PROGRAMS

Draft registration programs have been of continuing public interest during the RCAS. This section describes attitudes toward draft registration among the individuals for whom draft registration programs are most relevant, the NPS men and women 17 and 18 years old. Increases in favorability from previous RCAS waves are discussed in terms of changing sample composition and the changing political context. Finally, young men's and women's attitudes toward a national service requirement and a draft into the Individual Ready Reserve are discussed.

7.1 Attitudes Toward Draft Registration Programs Among 17 and 18 Year Old NPS Individuals

Between data collection for the 1980 RCAS and the 1981 RCAS the Supreme Court of the United States handed down its decision that draft registration does not apply to women. Within this context favorability toward draft registration programs have increased among young men and women.¹⁾

This discussion focuses on the attitudes of young men and women 17 and 18 years old since these individuals are most affected by draft registration programs. As in previous RCAS, a majority of young men and women are in favor of draft registration for men. As can be seen in Table 7-1, there have been steady increases in the percentages of NPS men and women 17 1/2 and 18 years old who favor draft registration for men. The change for

1) These attitudinal variables may or may not match changes in compliance with draft registration laws since a variety of other factors play important roles in registering for a draft.

TABLE 7-1: FAVORABLE ATTITUDES TOWARD DRAFT REGISTRATION
YOUNG NPS SAMPLE

	NPS MEN				NPS WOMEN			
	17 1/2 to 18 Year Olds			Under 17 1/2 Year Olds	17 1/2 to 18 Year Olds			Under 17 1/2 Year Olds
	1979	1980	1981		1979	1980	1981	
				1981				1981
BASE	333	244	176	82	251	269	177	58
Draft registration of men only	52	61	63*	60	50	51	55	56
Draft registration of all young people	45	50	47	44	25	37	40*	50

* Indicates that the difference between the 1979 levels and the 1981 levels is statistically significant ($p < .05$).

the NPS men, 52 percent in 1979 to 63 percent in 1981, is statistically significant. There are no statistical differences in the attitudes toward draft registration among men under 17 1/2 years old and the 17 1/2 and 18 year olds in the 1981 sample.

Attitudes toward a program of draft registration for both men and women remained fairly stable among the NPS men. However, a statistically significant increase has occurred since 1979 in the percentage of NPS women 17 1/2 and 18 years old who say they favor such a program. Among the 1981 sample women under 17 1/2 years old, half were favorable toward draft registration of both men and women.

Attitudes toward draft registration are related to perceptions of military danger and expectations of that an actual draft will occur. Table 7-2 shows perceived likelihood of a draft and perceived military danger from other countries. Among the 17 1/2 and 18 year olds in 1981, a statistically significant decrease has occurred in the percentage who say that an actual draft is likely during the next year. Approximately one half of the 17 1/2 and 18 year old NPS men and two-thirds of the 17 1/2 and 18 year old NPS women say that a draft is likely to occur in the next year. This compares to 71 percent of the young NPS men and 80 percent of the young NPS women who said that a draft was likely in the 1980 RCAS. Thus, although draft registration was an accomplished fact at the time of the 1981 RCAS data collection, expectations that an actual draft will occur are lower than in the 1980 RCAS.

Among NPS men the pattern of changes in perceptions of military danger to the United States parallel those of perceived likelihood of a draft. These data were collected prior to establishment of martial law in Poland. At that time, roughly three-fourths of the young NPS men and women said that military danger to the United States is high.

TABLE 7-2: PERCEIVED LIKELIHOOD OF A DRAFT AND MILITARY DANGER FROM OTHER COUNTRIES
YOUNG NPS SAMPLE

	NPS MEN			NPS WOMEN		
	17 1/2 to 18 Year Olds		Under 17 1/2 Year Olds	17 1/2 to 18 Year Olds		Under 17 1/2 Year Olds
	1980	1981	1981	1980	1981	1981
<u>Percent who say:</u>						
Draft is likely within the next year	71	51*	58	80	67*	64
Military danger from other countries to the United States is high	80	72*	78	82	81	78

* Indicates that the difference between the 1980 levels and the 1981 levels is statistically significant ($p < .05$).

The political context surrounding each of the previous RCAS waves differed vastly in ways which could relate to attitudes toward draft registration. The onset of the Iranian crisis occurred midway during data collection for the 1979 RCAS. The 1980 RCAS data collection coincided with the 1980 presidential election campaign. Prior to collection of data for the 1981 RCAS a program of draft registration was instituted and the Supreme Court ruled on the legality of draft registration for women. Thus, increases in favorability toward draft registration were accompanied by a changing political context. However, in addition to the changing political contexts, each RCAS sample is composed of individuals born in different years -- that is of different age cohorts. It may be that the younger cohorts, say those born in 1961 and 1962, are more favorable to draft registration programs than are those in older cohorts. Furthermore, the legal requirements for draft registration were different for different age groups. In order to determine if overall favorability toward draft registration has been increasing among NPS men and women or if merely more favorable samples have been obtained, age cohorts analyses were done. The results of these analyses are shown in Table 7-3 and 7-4.

Favorability toward a program of draft registration for young men in 1979, 1980 and 1981 is shown for each separate age cohort in Table 7-3. The youngest cohort group, those born in 1961 or 1962, have been required to register for a draft. The next two older cohort groups were not required to register. Some of the oldest cohort groups, those born in 1955 or 1956, were required to register for a draft. None of the individuals represented in the age cohorts have been subject to an actual draft. As Table 7-3 shows, the percentage who say they favor draft registration for young men increases across most age cohorts each year, and across all cohorts from 1979 to 1981. Among young men, favorability toward draft registration has increased in every age cohort (and these increases are statistically significant for the two youngest

TABLE 7-3: FAVORABLE ATTITUDES TOWARD DRAFT REGISTRATION FOR MEN:
TRACKING BY AGE GROUP

Estimated Year of Birth ¹⁾	PERCENT FAVORING DRAFT REGISTRATION FOR MEN					
	NPS MEN			NPS WOMEN		
	1979	1980	1981	1979	1980	1981
1963 to 1964 (17 to 18 years old in 1981)	--	--	62	--	--	55
1961 to 1962 (19 to 20 years old in 1981)	52	62	68*	50	52	57
1959 to 1960 (21 to 22 years old in 1981)	51	60	65*	51	52	52
1957 to 1958 (23 to 24 years old in 1981)	65	68	69	57	54	63
1955 to 1956 (25 to 26 years old in 1981)	72	67	75	54	62	64

1) Year of birth was estimated from age at time of survey. See text for legal status of draft registration for the different age cohorts.

* Indicates that 1981 levels are significantly different from 1979 level ($p < .05$).

cohort groups.) Table 7-3 also shows the favorability of different age cohorts of NPS women toward a program draft registration for young men. The increases in young women's favorability are less, especially among the youngest age cohorts.

Similar cohort analyses on favorability toward a program of draft registration for both men and women are shown in Table 7-4. The NPS men's favorability for such a program is fairly stable, except in the youngest cohort. The youngest cohort was 18 and 19 years old in 1980 when data were collected during the presidential campaign. They were more likely to a statistically significant degree than their cohort groups in 1979 or 1981 to be favorable toward a program of draft registration which would apply to women as well as to men. Among women, favorability toward such a program has generally increased, with statistically significant increases among the three younger women groups. In 1979 the older women were much more likely to favor a program of draft registration for both women and men. By 1981, there are no significant differences between age cohort groups in favorability toward draft registration for both men and women.

Thus, changes in favorability toward draft registration programs occur for all age cohorts. Younger individuals tend to become more favorable and their levels approach the already high favorability levels of the older cohorts. The increases in favorability are greatest among the individuals who would be most affected by a draft registration program. Thus, the young men have increased more in favorability toward a draft registration program for young men, and the young women have increased more in favorability for a draft registration program for young women and men.

TABLE 7-4: FAVORABLE ATTITUDES TOWARD DRAFT REGISTRATION FOR ALL YOUNG PEOPLE:
TRACKING BY AGE GROUP

Estimated Year of Birth ¹⁾	PERCENT FAVORING DRAFT REGISTRATION FOR MEN AND WOMEN					
	NPS MEN			NPS WOMEN		
	1979	1980	1981	1979	1980	1981
1963 to 1964 (17 to 18 years old in 1981)	--	--	46	--	--	42
1961 to 1962 (19 to 20 years old in 1981)	45	55	45	25	37	37*
1959 to 1960 (21 to 22 years old in 1981)	44	42	48	30	37	36*
1957 to 1958 (23 to 24 years old in 1981)	50	52	49	29	40	41*
1955 to 1956 (25 to 26 years old in 1981)	54	55	46	39	43	41

1) Year of birth was estimated from age at time of survey. See text for legal status of draft registration for the different age cohorts.

* Indicates that 1981 levels are significantly different from 1979 level ($p < .05$).

7.2 Reactions to a National Service Requirement

In previous RCAS, respondents were asked how favorable they would be to a National Service Requirement in which all young people would serve for two years, but could choose between duty in the military and other types of duty (such as community service organizations). In 1981, a statistically significant decrease occurred in favorability toward such a requirement to approximately the 1979 levels as shown in Table 7-5. Thus, among both NPS men and women, about two respondents in five say they favor a national service requirement. Another two respondents in five say they are opposed to a national service requirement and the remaining one respondent in five neither favors nor opposes such a requirement. There are no statistically significant differences between age groups on favorability toward a national service requirement.

It is possible that the decreases in favorability toward a National Service Requirement represent a return to baseline levels. The 1980 presidential election may have affected these attitudes since draft registration and its alternatives were campaign issues. Another possibility is that as favorability toward draft registration programs increases there is a corresponding decrease in perceived importance of choice and volunteering for military service. Neither of these possibilities can be tested with the current data. Subsequent tracking may shed light on the relationship between attitudes toward draft registration and a national service requirement.

TABLE 7-5: REACTION TO NATIONAL SERVICE REQUIREMENT
NPS SAMPLES

	NPS MEN				NPS FEMALES			
	1979	1979	1980	1981	1979	1979	1980	1981
	<u>Pre- 11/4</u>	<u>Post- 11/4</u>			<u>Pre- 11/4</u>	<u>Post- 11/4</u>		
<u>Favorability Toward National Service Requirement</u>								
Favorable	40.3	39.8	55.2	41.0*	42.0	38.3	57.8	42.7*
Neutral	16.4	15.3	19.0	16.7	18.5	18.4	19.9	17.0
Opposed	43.3	44.9	25.8	41.7*	39.5	43.3	22.3	39.7*

* Indicates that the 1981 levels are significantly different from the 1980 levels ($p < .05$).

7.3 Attitudes Toward a Draft Into the Individual Ready Reserve

Recently, a draft directly into the Individual Ready Reserve has been suggested. Therefore, the 1981 RCAS included an item on attitudes toward an IRR draft program. Only 41 percent of the NPS men and 43 percent of the NPS women say they would favor such a program. These attitudes cannot be directly compared to the previous draft registration program attitudes because the necessary conditions for a draft differ between the programs. In the Active Military draft registration items, respondents reacted to a program that would involve an actual draft only if there were a national emergency. The Individual Ready Reserve item specified that there would be a draft into the Individual Ready Reserve which would involve initial training. After initial training was accomplished, no further service would be required unless there were a national emergency. Many of the negative attitudes toward the Individual Ready Reserve draft program probably resulted from it being a draft that would occur before a national emergency, rather than in the event of a national emergency.

7.4 Summary: Attitudes Toward Draft Registration Programs

Among 17 1/2 and 18 year old NPS men and women, attitudes toward draft registration have not changed significantly from 1980 levels, even though a draft registration program has been instituted. Over three 17 1/2 and 18 year old NPS men in five who were required to register for the draft say they favor draft registration. Young women's attitudes toward draft registration of both men and women have not changed significantly from the 1980 levels even though the Supreme Court decision on women's eligibility occurred between these waves.

Favorability toward draft registration programs increased in each of the different age cohorts. Thus, the increases from the 1979 levels indicate changes in overall favorability rather than sample age cohort composition changes.

Statistically significant decreases occurred in the percentages of NPS men and women favoring a national service requirement in 1981 than did so in 1980. Further tracking data is necessary to determine if this shift is a return to baseline levels or related to increasing favorability toward draft registration programs.

There is less favorability toward a draft into the Individual Ready Reserve than toward the Active Forces draft registration programs. The difference may be due to its being described as a draft program rather than as a draft registration program.

8.0 ATTITUDES TOWARD THE INDIVIDUAL READY RESERVE

The previous chapters have focused on attitudes toward service in the Selected Reserve Components. Indeed, much of the concern of all prior RCAS waves has been on understanding the trends in enlistment propensity toward the Selected Reserve of two major markets -- NPS males and females and PS males and females -- and the potential mechanisms driving propensity. While the need to generate sufficient enlistments into the Selected Reserves remains a concern, the shortfalls in the Individual Ready Reserves (IRR), the decreasing pool of service eligible youth, and increased attention to the role the IRR might play in the All-Volunteer Force justifies some consideration of factors related to enlistment into the IRR. Several measures of prior service men's and women's attitudes toward the IRR were therefore introduced in the 1981 RCAS wave. With the data provided by these measures, the following general areas can be explored:

- What is the perception of the current product, i.e., the current military service obligation which does carry with it for some enlistees¹⁾ service in the IRR for the balance of one's six-year obligation?
- Are there means of increasing the attractiveness of the product that are better than others in order to get a higher price for it, i.e., a longer enlistment term?

1) Women who enlisted prior to fiscal year 1978 do not have any military service obligation extending beyond their active duty participation.

- What are the reactions to other proposed major changes in the product, i.e., an increase in the military obligation?
- Among current prior service personnel, are there unique markets for the IRR?

The remainder of this chapter will focus on some answers to these questions. Only the responses of prior service respondents will be reported. Non-prior service respondents were only asked one question regarding the IRR. Their attitudes toward the IRR draft program are reported in Section 7.0.

8.1 Perceptions of the Current Military Service Obligation

As the PS sampling plan required interviewing persons who had completed their active duty obligation, all but eight of the PS sample respondents were those who had entered military service prior to fiscal year 1978. Prior to that year, the six-year military obligation applied only to men. In terms of objective effect then, the PS male sample's perceptions are most significant.

Of the PS men, 88 percent recognize that they have a remaining military service obligation. Of the 88 percent most of the PS men (94 percent) say that their military service obligation does not interfere with their ability to get a job. Ninety percent (90%) say that their military service obligation does not interfere with their ability to move from one part of the country to another.

The responses of a percentage of the PS females can also be analyzed in terms of subjective perceptions. Nineteen percent (19%) of the PS females said that they did have a remaining service obligation (even though all but one enlisted prior to fiscal year 1978). (See footnote 1, p. 8-1). To this group, the obligation is psychologically real.

Of this group, almost all (95 percent) said that their military service obligation does not interfere with their current job or ability to get a job, nor does it interfere with their ability to move from one part of the country to another.

Thus, PS men certainly, and probably PS women, recognize the nature of their military obligation and, in terms of two important civilian life dimensions -- mobility and job interference, do not perceive it negatively.

8.2 Increasing Propensity to Enlist in the IRR

Several types of conventional incentives could be offered as inducements to PS males and females to reenlist in the IRR, i.e., to lengthen this term of service. These incentives were combined into three sets and tested in this RCAS wave. PS males and females were asked how likely they would be to sign up for an additional three years in the IRR, if they were to receive:

- A \$600 bonus,
- An opportunity to participate in a low cost group life insurance program, and
- An opportunity to participate in refresher training (two weeks annually) with full pay, and a monetary bonus of \$500 for three years of service.

Table 8-1 shows the propensity to enlist in the IRR under each of these incentive conditions for the total sample and for those with positive propensity to enlist in the Selected Reserve.

There is a significantly greater propensity for PS men who say that they would be likely to enlist in the IRR under a refresher-bonus combination incentive than under a straight bonus or an insurance program. While not statistically significant (there are fewer females in the PS sample) the PS females trend in the same direction. It is interesting to note that the incentives offering cash rank number one and two and that the cash augmented incentive ranks number one. This is consistent with prior incentive effect data in which cash or easily translatable cash equivalent incentives rank high.

With 20 to 30 percent of PS men and women responding favorably to all of the proposed incentives, it would appear that there is a fair group of incentives available for getting PS personnel to trade off 3 years of additional IRR service. While the variation of effect among them is slight, a money based incentive might be more powerful.

8.3 Reactions to Other Proposed Extensions of the Length of Military Service Obligation

Other changes which do not involve incentives have been proposed as means of increasing the size of IRR. These involve extensions of the service obligation for those PS personnel still obligated and additional service obligations as the price of reenlisting in either the Active Forces or the Guard/Reserve.

**TABLE 8-1: LIKELIHOOD OF REENLISTMENT IN THE INDIVIDUAL READY RESERVE
UNDER BENEFIT PROGRAMS**

PS SAMPLE

	<u>PS MEN</u>		<u>PS WOMEN</u>	
	<u>Total Sample</u>	<u>Positive Selected Reserve Propensity</u>	<u>Total Sample</u>	<u>Positive Selected Reserve Propensity</u>
<u>Percent with positive likelihood for each benefit program:¹⁾</u>				
A \$600 bonus	25.9	41.8	25.3	51.1
An opportunity to participate in a low cost group life insurance program	24.5	46.0	21.7	49.2
An opportunity to participate in refresher training program with full pay, and a monetary bonus of \$500 for three years of service	28.9	48.0	30.6	49.0

1) Percent who said they would "definitely enlist" or "probably enlist" in the IRR if they could receive the specified incentive.

The data in Table 8-2 show that PS males and females are not particularly favorable to the extension of the current six year term to a ten year commitment in which four additional years would be service in the IRR. Over 63 percent of the males and 62 percent of the females are opposed to this alternative, while about 16 percent of the males and 17 percent of the females are in favor. It should be noted that of those opposed in each group, a fair percentage (varying between 15 percent and 30 percent), are people who have expressed a positive propensity for the Guard/ Reserve.

**TABLE 8-2: REACTIONS TO EXTENSION FROM A SIX-YEAR TO A TEN-YEAR
MILITARY SERVICE OBLIGATION
PS SAMPLE**

	PS MEN		PS WOMEN	
	<u>Total</u>	<u>Positive Propensity to Reenlist in Guard/Reserve¹⁾</u>	<u>Total</u>	<u>Positive Propensity to Reenlist in Guard/Reserve¹⁾</u>
<u>Reactions to extension of 6-year military service obligation to 10 years</u>				
<u>Percent at each level</u>				
Strongly in favor	3.4	37.2	4.0	51.0
Somewhat in favor	12.6	39.8	13.0	35.4
Neither favor nor opposed	20.5	22.8	21.1	21.6
Somewhat opposed	21.0	29.4	22.5	30.2
Strongly opposed	42.5	17.1	39.4	15.1

1) Percent of respondent of each level who have positive propensity to join the Selected Reserve, i.e., standard propensity measure. This column will not add to 100%.

A similar pattern (see Table 8-3) of results is evident with respect to favoring a requirement that all veterans who choose either to reenlist in the Active Military or to serve in a selected Guard/Reserve unit would also have an additional three year commitment to serve in the IRR. Going one step further, PS males and females were asked if they would reenlist in the Active Forces or serve in a selected Guard/Reserve unit if they were required to serve three additional years in the IRR. This question produces a pattern¹⁾ (see Table 8-4) which indicates that PS males and females would not be very prone to enlist under this extension. Furthermore, among those who would not be prone there would be a fair number who would be prone to reenlist in the Guard/Reserve under current conditions.

- 1) There are a number of reasons why this measure of propensity is not comparable to the standard propensity measure discussed earlier in this volume. It is a single question while the standard propensity measure is taken as the highest propensity to enlist in any of the Guard/Reserve components. It comes at the end of the questionnaire, after the person has responded to negative as well as positive items related to the Guard/Reserve. It is also the "nth" time a propensity question has been asked. People's enthusiasm tends to diminish.

**TABLE 8-3: REACTIONS TO A THREE-YEAR EXTENSION OF SERVICE OBLIGATION FOR
VETERANS WHO REENLIST IN THE ACTIVE MILITARY OR GUARD/RESERVE
PS SAMPLE**

	PS MEN		PS WOMEN	
	<u>Total</u>	<u>Positive Propensity to Reenlist in Guard/Reserve¹⁾</u>	<u>Total</u>	<u>Positive Propensity to Reenlist in Guard/Reserve¹⁾</u>
<u>Reactions to 3-year extension of military service obligation for Veterans who reenlist</u>				
<u>Percent at each level</u>				
Strongly in favor	3.3	41.7	3.1	37.7
Somewhat in favor	12.9	43.5	14.7	37.1
Neither favor nor opposed	22.3	20.4	23.2	24.6
Somewhat opposed	23.1	24.4	23.3	28.6
Strongly opposed	38.5	18.9	35.5	13.8

1) Percent of respondent of each level who have positive propensity to join the Selected Reserve, i.e., standard propensity measure. This column will not add to 100%.

**TABLE 8-4: LIKELIHOOD OF REENLISTMENT IN THE ACTIVE MILITARY OR GUARD/RESERVE
IF REQUIRED TO SERVE THEREE ADDITIONAL YEARS IN THE INDIVIDUAL READY RESERVE
PS SAMPLE**

	PS MEN		PS WOMEN	
	<u>Total</u>	<u>Positive Propensity to Reenlist in Guard/Reserve¹⁾</u>	<u>Total</u>	<u>Positive Propensity to Reenlist in Guard/Reserve¹⁾</u>
<u>Likelihood of reenlist-</u> <u>ment with 3-year exten-</u> <u>sion of military service</u> <u>obligation</u>				
<u>Percent at each level</u>				
Definitely enlist	1.1	#	3.2	83.7
Probably enlist	10.2	53.8	8.6	51.2
Probably not enlist	38.7	30.3	38.7	28.3
Definitely not enlist	50.1	12.7	49.5	11.3

Base too small to estimate percent with positive propensity at this level.

1) Percent of respondent of each level who have positive propensity to join the Selected Reserve, i.e., standard propensity measure. This column will not add to 100%.

In sum, it would appear that simple extensions of service in the IRR, or extensions tied to the opportunity to reenlist in the Active Forces or the Selected Reserve are not very well favored. What should not be overlooked though is the proportion of both PS males and females who do respond favorably to a lengthening of the commitment. In order to take advantage of their positive attitude it may be desirable to put in place a voluntary alternative to reenlist with an increased term in the IRR. Being voluntary though, some incentive would have to be offered to compensate for the contrast with their peers who would be serving a lesser term.

8.4 The Available Markets -- Comparison of IRR Propensity and Selected Reserve Propensity

It could be assumed that additional service in the Selected Reserves and the IRR would appeal to different groups of PS personnel. There are different obligations and degree of commitment involved in these two choices. This issue can be examined by comparing groups of NPS personnel with different propensities toward the two Reserve options.

Four groups can be identified in terms of enlistment propensity for the Selected Reserve and the Individual Ready Reserve. They are:

- Those positive to both Selected Reserve service and IRR service,
- Those positive to only Selected Reserve service, but not to IRR service,
- Those positive to only IRR service, but not to Selected Reserve service, and
- Those positive to neither Selected Reserve service nor IRR service.

The last group, those who are positive to neither Selected Reserve nor IRR service, is of no immediate interest since PS personnel in this group are not prone to reenlist in either. The PS personnel who fall in the first group are equally attracted to the Selected Reserve and the IRR and therefore do not form a unique market cluster. The second and third groups, however, show directed preferences to either Selected Reserve service or IRR service and therefore may form unique markets.

From a marketing point of view one may ask whether persons attracted toward only the Selected Reserve or only the IRR are in any way different (other than propensity) from those attracted to both and whether they possess characteristics that are both unique and desirable and which may lend themselves to the creation of unique appeals that would increase enlistments in the separate groups.

Figure 8-1 illustrates the four Selected Reserve-IRR propensity groups. It also shows the percent of the PS males which fall into each group.¹⁾ The results of comparisons between the first three of these groups on demographic, attitudinal, and experiential variables are presented in Tables 8-5 and 8-6.

1) The small PS female sample size results in too few individuals in each group for reliable statistical comparisons. Therefore, the results of these comparisons are presented in Tables 8-5 and 8-6 for PS males only.

FIGURE 8-1: SELECTED RESERVE-IRR PROPENSITY GROUPS
PS MALE SAMPLE

		Selected Reserve Propensity	
		Positive	Negative
IRR Propensity	Positive	Group 1 (16.1%) ¹⁾	Group 3 (24.2%)
	Negative	Group 2 (8.3%)	Group 4 (51.4%)

1) Numbers in parentheses indicate percentages of PS male sample which fall in the particular group.

**TABLE 8-5: DEMOGRAPHIC AND SERVICE EXPERIENCE FACTORS WHICH DIFFERENTIATE
PREFERENCE FOR GUARD/RESERVE AND IRR SERVICE
PS MALES**

		Positive Propensity For		
	Total Sample	IRR and Positive Guard/Reserve Group 1	Only Guard/Reserve Group 2	Only IRR Group 3
<u>Demographic Characteristics</u>				
<u>Percent</u>				
White	81.9	68.5	77.6	83.8*
Planning to attend school	35.3	46.1	37.5 ³⁾	37.6*
Children below the age of six	24.4	29.5	17.5*	26.0
Owens home	15.2	16.4	10.4*	12.3
<u>Average</u>				
Number of siblings	3.22	3.60	3.00*	3.23*
<u>Service Experience Factors</u>				
<u>Percent</u>				
Received desired training in active service	71.0	75.7	67.0*	66.6*
<u>Average</u>				
Satisfaction with the time spent in the service ¹⁾	2.41	2.04	2.42*	2.37*
Usefulness of active duty service experience in civilian life ²⁾	2.49	2.32	2.43	2.55*
<u>Activities Since Leaving Active Duty</u>				
<u>Percent</u>				
Applied for a bank loan since leaving the service	42.7	41.1	39.0	48.7*
Talked to supervisor about Guard/Reserve service	13.9	25.4	14.3*	13.4*
Bought a home since leaving the service	12.4	15.4	7.2*	10.6
Applied for a mortgage since leaving the service	10.7	15.6	4.8*	10.0

1) 1 = Very satisfied; 5 = Very dissatisfied.

2) 1 = Very useful; 4 = Not at all useful.

3) Not statistically significant at the .05 level: n and variance differ markedly from Group 3. These data are cited if the trend seems strong and consistent with the rest of the pattern.

* Indicates difference between values for Group 1 and Group 2 (asterisk by Group 2 figure) or difference between Group 1 and Group 3 (asterisk by Group 3 figure) is statistically significant ($p < .05$).

**TABLE 8-6: ATTITUDES AND BEHAVIORAL INTENTIONS WHICH DIFFERENTIATE PREFERENCE
FOR GUARD/RESERVE AND IRR SERVICE
PS MALES**

	Total Sample	Positive Propensity For		
		IRR and Positive Guard/Reserve	Only Guard/Reserve	Only IRR
		Group 1	Group 2	Group 3
<u>Attitudes Toward the Guard/Reserve</u>				
<u>Percent</u>				
Guard/Reserve service helpful in civilian job	21.5	52.1	34.2*	21.2*
<u>Average</u>				
The Guard/Reserve offers a good choice of jobs and training ¹⁾	2.18	1.85	2.03*	2.18*
Positive perception of Guard/Reserve in community ²⁾	2.98	2.25	2.63*	2.64*
Perception that Guard/Reserve are well trained ³⁾	3.02	2.67	2.98 ⁵⁾	2.98*
Likelihood of being placed in negative valued situations in Guard/Reserve ⁴⁾	2.53	3.06	2.87*	2.86*
<u>Behavioral Intentions: Likelihood in the next 6 months:⁴⁾</u>				
<u>Average</u>				
Plan to look for a way to make extra money	2.09	1.61	1.88	1.99*
Look for a way to change the routine in your life	2.53	2.02	2.32	2.46*
Find out more about incentive programs for joining the military	3.82	2.38	3.49*	3.69*
Plan to talk to a recruiter for one of the military services	4.10	2.64	3.67*	4.09*
Talk to family or friends about joining military service	4.10	2.99	4.04*	3.96*

1) 1 = A good choice; 3 = Very little choice.

2) 1 = Very positive; 5 = Very negative.

3) 1 = Strongly agree; 5 = Strongly disagree.

4) 1 = Very likely; 5 = Very unlikely.

5) Not statistically significant at the .05 level: n and variance differ markedly from Group 3. These data are cited if the trend seems strong and consistent with the rest of the pattern.

* Indicates difference between values for Group 1 and Group 2 (asterisk by Group 2 figure) or difference between Group 1 and Group 3 (asterisk by Group 3 figure) is statistically significant ($p < .05$).

**Group 3 Vs. Group 1 -- Persons Positive Toward the IRR Only
Compared to Those Positive to Both the Selected Reserve and
IRR**

Compared to Group 1, this potential market segment can be characterized as follows:

- Less likely to be a member of a minority group,
- Less likely to be planning further schooling (among those not currently attending school), but more likely to have applied for a bank loan since leaving the service,
- Less likely to say that they received desired training in the active service,
- Less likely to say they were satisfied with time spent in service or that they found their service experience useful in civilian life,
- Less likely to say that being a member of the Guard/Reserve would help them in a civilian job,
- Less likely to say that the Guard/Reserve would offer them personally a good choice of jobs and training, or that the Guard/Reserve are well trained,
- More likely to say that Guard/Reserve service would involve negatively valued situations (such as being hassled by military supervisors, or Guard/Reserve drills interfering with personal activities), and less likely to think that others would have a positive perception of the Guard/Reserve,

- Less likely to be looking for a way to make extra money in the next six months,
- Less likely to engage in or plan to engage in reenlistment related behaviors -- talking with a recruiter, family or friends about enlisting in military service, or talking to a (job) supervisor about the Guard/ Reserve, or finding out more about incentive programs for joining the military, and
- Less likely to say that they are looking for a way to change the routine in their life.

The pattern indicates a low level of interest in this group. Persons in this group cannot be counted on to be motivated by their prior military experience nor are they very prone to make strong commitments or dramatic shifts in their lifestyles or to be actively involved in searching out military related activities. It is likely that appeals stressing the opportunity to be involved in the IRR at a lower level of commitment and activity accompanied by an attractive monetary incentive would be most effective for this group.

Group 2 Vs. Group 1 -- Persons Positive Toward the Selected Reserve Only Compared to Those Positive Toward the Selected Reserve and IRR

Compared to Group 1, this potential market segment can be characterized as follows:

- Less likely to have a pre-school child,
- Less likely to be planning to attend school,

- Less likely to own a home or to have applied for a mortgage or bought a home since leaving the service,
- Less likely to have received desired training in active service,
- Less satisfied with time spent in active duty,
- Less likely to feel that other people would have a positive perception of the Guard/Reserve,
- Less likely to say that the Guard/Reserve offers a good choice of jobs and training or that Guard/Reserve would help in a civilian job and more likely that they would be placed in negatively valued situations in the Guard/Reserve, and
- Less likely to engage in or be planning to engage in enlistment-related behaviors -- talking with a recruiter, family or friends about enlisting in the military, or finding out more about incentives for joining the military.

In many respects, this group is similar to the group that has a positive propensity for the IRR only. Compared to Group 1, they also have a less positive perception of the value of Guard/Reserve activities and the social and job-related benefits the Guard/Reserve has to offer, tend to feel their prior military experience is less valuable, and are less prone to plan or engage in reenlistment-related behaviors. However, there is one interesting difference. This group is less fettered by domestic type commitments -- less likely to have younger children, less likely to be involved in purchasing or acquiring a home. If this is the case, this group may be amenable to more radical shifts in their

current lifestyles, and might be less perturbed by military service which requires more active involvement and participation. The obverse (hence less interest in the IRR) is that this group would not be excited by a passive commitment. The implication, of course, is that participatory factors would have to be sufficiently attractive to overcome the less than currently positive perception of their past military experience and the values and benefits of the Guard/Reserve.

Review of These Groups

The above analysis seems to support the idea that there are three market segments (at least for PS males) to whom different aspects of the Selected Reserve and IRR have an appeal. The segment that is attracted to both the Selected Reserve and the IRR have generally more favorable perceptions of their own military service and the values and benefits offered by the Guard/Reserve. It is composed of a somewhat larger percentage of minorities and tends to show more domestic involvement.

The segment that is attracted to the IRR only is likely to accept only a low level of involvement and even at this level might be influenced more by monetary incentives than any other factor.

The segment that is interested in the Selected Reserve only is probably more attracted to active participation and have current lifestyles which can support such participation.

Summary and Implications

As the results discussed in this section show, PS men recognize and accept the current product -- a six-year obligation. They also are moderately favorable to a major change in the product -- i.e., adding an additional three years -- by voluntarily reenlisting, but preferably if some form of monetary incentive is given as shown in Table 8-1. However, very few are favorable toward mandatory extensions. Thus, other proposed changes, such as simple extensions of the current six-year obligation to ten years with the additional four years being in the IRR (Table 8-2), or making reenlistment in the Active Forces or the Selected Reserve contingent upon accepting an additional three years of service in the IRR (Table 8-3) meet with strong opposition, and in the latter case, might lead to a diminished interest in enlisting in the Selected Reserve (Table 8-4). An imposed extension of Reserve service to fill the IRR ranks would thus appear to be counterindicated as would making IRR service a requirement for reenlisting. A "sweetener" for participation is the more preferred route. Both non-incentive alternatives psychologically involve long periods of time, i.e., extension to ten years and reenlisting for additional service plus three more years in the IRR. Lengths of time, such as decades, for PS personnel, who are now in their twenties might be seen as formidable spans of time. This suggests that it might be prudent to structure whatever alternative in stages, so that the total commitment does not appear to be overly long.

APPENDIX A
PAST TRACKING STUDY RESULTS

A.0 PAST TRACKING STUDY RESULTS

A.1 Overview

The present study is the fourth in the series of research conducted on issues related to the recruitment of enlisted personnel for the Reserve Forces. Aside from the core set of questions that are included in each survey, some new questions are added and some questions are deleted each year to focus on current recruitment concerns. This appendix summarizes information obtained over the course of the research series on some specific issues which were previously investigated but are not tracked on an annual basis.

The last section of this appendix summarizes the qualitative results obtained from focus group discussions (in-depth mall group discussions) obtained in the previous RCAS. These results have been used to generate hypotheses, determine new content areas for the floating section of the questionnaire and aid in interpretation of the quantitative results.

The results for each of the previous RCAS waves and the RCAS pilot study are summarized below. The RCAS pilot study was conducted in 1977. RCAS I, II and III were conducted in 1978, 1979 and 1980, respectively.

Some recommendations have been formulated for enhancing National Guard and Reserve components recruiting effectiveness, based on the results of each tracking wave. Many of the previous recommendations correspond with current Guard/Reserve accession policy. Others remain to be utilized. Their implementation depends upon their compatibility with current policies and the needs of each branch. A brief review of the recommendations associated with each tracking wave is included in Appendix B.

A.2 Perceived Enlistment Commitment and Initial Active Duty for Training (RCAS I, II, and III)

Relatively few NPS individuals are aware of the actual length of enlistment for either the Active Military or the National Guard or Reserve components. The modal NPS respondent believes that the Active Military requires a two year enlistment; in contrast, the modal respondent says he or she does not know the length of enlistment required in the Guard/Reserve. However, among those individuals who do respond to the question on Guard/Reserve enlistment requirements, the mode is again two years, suggesting a tendency for NPS individuals to project their assumed knowledge about the Active Military to the Guard/Reserve. Being able to complete Guard/Reserve drills during weeknight evenings rather than on the weekends significantly increased propensity among all samples except the male Veterans.

Non-prior service individuals do not have a clear image of the length of initial active duty for training (IADT). The modal NPS respondent says he or she does not know the required length of IADT. Among those who do respond with a time period, slightly more than one-third of them believe that the required ADT period is three to six months.

A.3 Differentiation Between the Active Military and Guard/Reserve (RCAS I and II)

Both NPS Individuals and Veterans do not hold a clearly differentiated image of the Guard/Reserve components contrasted with the Active Military. This lack of differentiation is substantiated on a number of observations: First, on direct ratings of similarity respondents tend not to differentiate the National Guard and Reserve from each other and tend to only

somewhat differentiate each of these components from the Active Military. Second, the propensity to enlist in a Guard/Reserve component is strongly correlated with the propensity to enlist in the Active Forces. Third, few potential enlistees are aware of the normally correct six year obligation associated with Guard/Reserve service and they tend to project the requirements of the Active Military onto the Guard/Reserve. Finally, of those individuals who showed a positive propensity to join the Guard/Reserve and did join the military, all of them joined the Active Forces.

A.4 Preference for Serving in the Guard/Reserve or in the Active Forces (RCAS III)

An attempt was made (Section 4.0) to isolate differences in demographics, attitudes, and experiences of respondents who would say they prefer service in the Guard/Reserve and those who say they would prefer service in the Active Forces when asked which they would prefer, if they had to enlist in some military component. There are not appreciable differences in demographics, experience or attitudes between those who would prefer service in the Guard/Reserves and those who would prefer service in the Active Forces. Respondents who would prefer service in the Guard/Reserve have low propensity to enlist on the standard propensity measure. Those respondents with high standard propensity to enlist would prefer to serve in the Active Forces.

A.5 Advertising Awareness (RCAS II)

NPS respondents were asked a series of questions dealing with recall of advertising for the military services, the branch advertised, the component advertised, and the themes stressed in the advertising. Over 75 percent of the respondents recalled seeing

advertising for the military within three months prior to the survey. Roughly half of all respondents recalled advertising for the Army, and 30 percent for the Navy. About 25 percent of the NPS men and 20 percent of the NPS women recalled advertising for the Air Force and Marine Corps. Almost 55 percent of the NPS men and 37 percent of the NPS women recall advertising for the Active Forces; whereas only 20 to 30 percent of the men and 19 to 28 percent of the women recall advertising for the National Guard and Reserve components, respectively. The only four advertising themes recalled with appreciable frequency were "jobs or training," "educational benefits," "travel," and "money or other direct benefits," in that order.

A.6 Effects of Barriers on Available Manpower Pool (RCAS II)

Positive propensity individuals who cannot participate in the required active duty or unit training assemblies (UTAs) because of school or work commitments or perceived health limitations were identified. When these people are removed from the pool of available personnel, the percentage remaining in each sample and having positive propensity is only:

Non-Prior Service Males	3.9
Non-Prior Service Females	2.9
Veterans	3.8

(percentages based on non-high school respondents)

In fact, these figures may overstate the percentage available since other barriers to participation were not considered in this study. For instance, the local unit or the available MOS's within that unit might not be attractive to the Potential Enlistee.

It was concluded that a significant portion of the non-high school, positive propensity individuals are effectively barred from enlistment by the existing structure of the Guard/Reserve training and duty requirements.

A.7 Applications to Join the Guard/Reserve (RCAS II)

Each year respondents were asked if they had ever actually applied to join the National Guard or Reserve components. In 1977, 5.6 percent of the NPS men said that they had applied to join, compared to 3.0 percent in 1979. Non-prior service women were not included in the 1977 study, but in 1979 only 1.5 percent of them indicated that they had applied to join.

A.8 Distance to Closest Guard/Reserve Unit (RCAS Pilot Study)

Non-prior service and prior service respondents were asked if there was a National Guard or Reserve training center (or armory) in their area. For the NPS men and Veterans respectively, approximately 77 percent and 87 percent were aware of a unit in their area; 10 percent and 6 percent felt that there was not a unit in their area; and 11 percent and 7 percent did not know whether there was or was not a unit in their area. Of those respondents who were aware of a unit in their area, about 91 percent of the NPS men and 87 percent of the Veterans indicated that the unit was less than an hours drive from where they live.

A.9 Feelings Toward a National Service Requirement (RCAS I, II and III)

Respondents were queried about their feelings toward a National Service Requirement and various ways of fulfilling such a requirement prior to the resumption of draft registration. There was a substantial split in favorability toward the imposition of a mandatory National Service Requirement allowing freedom of choice among service options in each of the samples. To the extent that the options for fulfilling such an obligation would be military-oriented, those who were favorable were the same as those with high enlistment propensity. More educated and older segments of the samples were more favorable to those options that provide some community services. These results suggested that the imposition of a National Service Requirement would be more generally accepted if it was not positioned solely as a means of filling military force quotas. They also suggested that under a National Service Requirement that includes a choice among options for service, the Guard/Reserve may attract certain high quality segments of the NPS population. This would have occurred to the degree that the Guard/Reserve projected an image of community service orientation. The Active Military would not fare as well, relatively speaking, under a mandatory National Service program allowing freedom of choice among means of service.

A.10 Women in the Military (RCAS I)

Attitudes toward women serving in the military were studied extensively in a previous tracking wave, as were attitudes of women toward military service. It was found that NPS females are relatively unaffected by receipt of recruiting literature but are affected by contact with recruiters. It would be wise to expend more personal effort on accession of NPS women. Furthermore,

while basic strategies are appropriate to NPS women as well as men, particular life situations are more critical to them, such as marriage. Also, particular appeals of interest and particular concerns differ between the samples. For example, NPS women are more inclined to view service in the military as an opportunity to break routine, and less inclined to view that service as filling important long-term goals. NPS women also evidence more concern than men over having to take orders, and over men having to take orders from women. One potential concern that did not prove to be an issue among NPS women was a loss of femininity due to service. Specific concerns of women should be addressed in recruiting appeals to them, and they should be prepared realistically for service in the Guard/Reserve during the recruiting process.

A.11 Civilian-Acquired Skills (RCAS III)

Under programs offering advanced rank and pay for civilian-acquired skills, a significantly greater percentage of NPS men and NPS women have positive enlistment propensity. Three NPS men in five believe they have skills appropriate to such a program. Among NPS women, two in five believe they have such skills. However, many of these are 17 1/2 or 18 years of age, are still in high school, and may not actually have the skills needed by the Guard/Reserve. Enlistment propensity is higher among respondents who believe they have appropriate skills than among others.

A.12 Segmentation of the NPS Market (RCAS III)

Five different clusters were identified among NPS respondents to Wave III of the RCAS, on the basis of demographic variables such as age, marital status, and educational background.¹⁾ These

1) These analyses were reported separately in "Segmentation of the Non-Prior Service Market," RCAS III, 1981.

clusters were characterized as "Working Singles," "Older Marrieds," "High Schoolers," "Collegiates," and "Minorities." The clusters differ among themselves in propensity to enlist in the National Guard or Reserves, and on associated attitudinal and psychographic variables. The attitudinal differences among the segments suggest that marketing strategies targeted to specific demographic segments may be productive. Specific emphases likely to appeal to each segment were developed through further analyses of their psychographic and attitudinal characteristics.

A. 13 Employment and Guard/Reserve Service (RCAS II)

A majority of working respondents either do not know of specific company policy toward Guard/Reserve participation, or believe there is none. A substantial number of employees (more than 25 percent) believe that there are incompatibilities between Guard/Reserve service and civilian employment. Employees who feel that the company policy is positive toward participation in Guard/Reserve are more likely to have positive propensity. Those people who feel it would help them in their job to be a member of the Guard/Reserve (i.e., perceive implicit acceptance of Guard/Reserve service by the employer) have a higher propensity to enlist in the Guard/Reserve.

A.14 A Model of Enlistment Propensity (RCAS I and II)

A model of enlistment propensity was developed in 1978. The model includes nine attitudinal variables developed from a multivariate statistical analysis of the relationships between

enlistment propensity and various attitudinal variables. The attitudes which are positively related to enlistment propensity are:

- Favorable attitudes toward the military,
- Favorable attitudes toward imposition of a National Service Requirement,
- Need to be with other people,
- Achievement of important life goals through Guard/Reserve service,
- Benefits of being a team member through Guard/Reserve service,
- Perceived opportunity costs of Guard/Reserve service,
- Anticipated occurrence of negatively valued situations in the Guard/Reserve,
- Commitment to present job situation, and
- Sense of social approval for enlistment.

The model has provided a basic understanding of enlistment propensity and a basis for determining key tracking areas. The model developed in 1978 was tested in 1979, and proved to be extremely robust. The nine attitudinal variables are more effective in predicting enlistment propensity than are demographic or experiential variables for the NPS and PS samples.

A.15 Behavioral Steps Toward Enlistment (RCAS II)

The longitudinal follow-up of a sample of 1978 respondents with positive and negative propensities revealed that there are a number of orderly behavioral steps between propensity and accession and that a person taking certain behavioral steps may

markedly increase his or her potential to actually enlist. The behavioral steps which are likely to lead to enlistment for NPS individuals are:

- Sending for literature or going to see a recruiter,
- Attending an open house,
- Applying to a military service,
- Taking a test for military service,
- Being accepted for military service, and
- Joining a military unit.

A.16 Qualitative Results (RCAS Study, RCAS I, II and III)

In-depth small group (focus group) discussions of topics central to the Guard/Reserve enlistment process have been conducted by highly experienced moderators. These discussions yielded qualitative data which were used to produce hypotheses, determine new items for the floating section of the questionnaire and aid interpretation of the quantitative results. Eight different types of groups have been conducted. They are:

- NPS Individuals -- Groups of men and women 17 1/2 to 26 years of age, which included individuals with less than a college degree, with a college degree, and with technical skills acquired in either vocational school or college. These groups explored NPS individual's perceptions and attitudes toward the Guard/Reserve, life goals, career plans, and a number of related issues.
- Older NPS Individuals -- These groups concentrated on men and women 21 to 26 years of age to explore the feasibility of more settled, older individuals joining the Guard/Reserve, in light of current civilian commitments.

- Recruiter Referrals -- These groups consisted of recent high school graduates who visited an Active Forces recruiter, but decided not to join. Some had been referred to and met with a Reserve recruiter, but decided not to join. These groups explored reasons for not following through with enlistment after having shown an interest in enlistment by taking the first behavioral step of visiting with a recruiter.
- Recent Enlistees into the Guard/Reserve -- Groups of individuals who had enlisted in the Army National Guard, Army Reserve, Air National Guard, or Air Force Reserve within the last six months. These groups were studied in order to explore the steps taken toward enlistment, and to gain insight into reasons for joining the Guard/Reserve.
- ETS Personnel -- Groups of first term enlisted personnel, four weeks prior to separation, who had not opted to join the Guard or Reserves. These groups focused on Guard/Reserve service as providing continuity to ETS personnel in their transition from military to civilian status.
- Veterans -- Groups of individuals from the various branches of service, ranging from recent separation to last year of initial six year obligation. These groups investigated perceptions and attitudes of PS individuals toward their prior military service as well as toward the Guard/Reserve.

- Selected Veterans -- Groups of individuals with time remaining under their initial enlistment obligation, 12 to 30 months since separation from active duty. These groups were conducted to assess whether negative attitudes toward the military diminish over time, thus making Guard/Reserve Service more attractive to them as a means of recapturing the camaraderie and using the skills learned during their previous military service. The spouses of some of the married individuals were also included to obtain ideas about the role of the spouse as an influencer.
- Employers -- Groups of management personnel from a variety of industries in a position to determine or implement policy about Guard/Reserve Service. These groups explored current management policy toward employee Guard/Reserve service and the costs and benefits of having employees participate in the Guard/Reserve.

The results of the above groups are described in separate reports for RCAS I, II and III.

APPENDIX B
PAST TRACKING STUDY RECOMMENDATIONS

B.0 PAST TRACKING STUDY RECOMMENDATIONS

B.1 Overview

Associates has developed a number of recommendations for enhancing National Guard and Reserve components recruiting effectiveness. Each recommendation is presented here along with a brief review of the rationale on which each was based. Complete, detailed discussions of each recommendation can be found in the Tracking Study final reports.

B.2 Getting Ahead in the World (RCAS Pilot Study)

This recommendation was suggested for increasing enlistments and retentions among Potential Enlistees (NPS individuals and verans) and current Guardsmen and Reservists. It requires stressing that social and vocational selfactualization can be achieved in the Guard/Reserve.

While most Current Reservists already believe that friendships and good social contact can be found in the Guard/Reserve, Potential Enlistees are not certain. Utilization of this recommendation requires developing a more effective way of communicating this idea to Potential Enlistees.

The desire to actualize one's vocational potential was reflected in the importance ratings of making decisions and participating in worthwhile activities. To influence retention of Current Reservists, training activities should be changed so that Current Reservists believe that Guard/Reserve activities are challenging and worthwhile.

B.3 Family Orientation (RCAS Pilot Study)

This recommendation was also suggested for enhancing enlistment and retention among Potential Enlistees and Current Reservists. It requires stressing that time committed to Guard/Reserve activities is time well spent. To influence enlistment and retention, implementation of this recommendation requires restructuring Guard/Reserve activities to allow some family participation and to compensate for loss of time with the family. To influence retention, implementation also requires the restructuring of Guard/Reserve activities to eliminate the perception of Guard/Reserve activities as being a waste of time.

B.4 New Social Interactions (RCAS Pilot Study and RCAS I)

This recommendation was suggested for enhancing enlistment and is based on attitudes towards organizations and groups. It stress that new friendships, social interactions and novel experiences are available in the Guard/Reserve.

B.5 Pride (RCAS Pilot Study and RCAS I)

This recommendation was suggested for increasing retention in the National Guard and Reserve components. It emphasizes pride in the Guard/Reserve as well as opportunities for unique community activity which also may be a source of pride.

Implementation of this strategy requires the emphasis of Guard/Reserve activities seen as important by the community and the positive feedback from the community concerning these activities. This strategy requires community oriented activity changes within the Guard/Reserve. It also requires effective public relations activities within the community.

B.6 Position the Guard and Reserve as Local and Part-time Forces with some Community Service Functions (RCAS II)

This positioning should clearly distinguish the Guard/Reserve both from the Active Military and from civilian organizations. Furthermore, the local and part-time characteristics of the Guard/Reserve should be stressed. The theme should also stress the spirit of local units and the dedication of local units to their essential missions.

B.7 Change Requirements for Service and Target the 19-21 Year Old Segment of NPS Males and NPS Females (RCAS II)

The data indicates that the 19-21 year old market has a higher educational level and approximately the same racial distribution, compared to the 17 1/2 to 18 year old segment. At the same time, the 19-21 year old segment has relatively fewer life commitments than older individuals; those commitments they do have or are beginning to develop make those people with positive propensity more available to the Guard/Reserve than to the Active Military.

Three changes in the duty structure of the Guard/Reserve would make it even more accessible to Potential Enlistees:

- The use of flexi-time for UTAs, instead of strictly weekend duty. This would permit individuals to enlist who have fixed weekend commitments, such as work.
- Restructuring the active duty requirement. The current 3-6 month active duty requirement is perceived as interfering with job and school commitments. Restructuring would allow those with full-time jobs, or those who are full-time students to enlist.

- Offering a two-year commitment plan. Such a plan could induce a larger segment of the NPS market to try the Guard/Reserve. While the total committed years of an initial NPS enlistment would be reduced by two-thirds under such a plan, this is offset by a three-fold increase in the pool of available NPS males and females with positive propensity. Furthermore, those gained at the margin are likely to be of higher quality, as indicated by their educational level. The enhancement of retention among these personnel is also necessary to increase the cost-effectiveness of this recommendation.

B.8 Stress Pride and Team Membership in the Local Guard and Reserve Units (RCAS I and II)

This recommendation is similar to one discussed earlier. The attitudinal data indicates that enlistment propensity can be enhanced by an advertising strategy emphasizing the ability of the Potential Enlistee to fill his or her need for activities with friends through participation in the local Guard/Reserve unit. This strategy should also emphasize the potential for the individual pride derived from unit membership, because the unit's accomplishments and its reputation in the community.

B.9 Encourage Current Guardsmen and Reservists to Introduce Friends to the Opportunities in the Guard/Reserve (RCAS I)

There are three reasons this recommendation should be effective:

- It facilitates the Team Member strategy. People who are similar are more likely to form friendships. If team members influence acquaintances, new enlistees are likely to be similar to them, and likely to develop fast friendships with them.

- Propensity is highly related to the perception that other people important to the respondent would be pleased by his or her enlistment. The Potential Enlistee would receive this approval if he or she is influenced by a friend or relative.
- This recommendation would help to reverse the perception that being with others like oneself--an important goal of many Potential Enlistees--is not achievable in the Guard/Reserve.

B.10 Reduce Distrust of Job Training Promises (RCAS II)

This recommendation was suggested for increasing positive propensity levels. Promises of job training and of specific job specialties are important incentives for enlistment in the Guard/Reserve, but peer reports of unfulfilled promises are an important disincentive. Recruiters should acknowledge the possibility that a potential enlistee may not get a particular desired job. They should emphasize to the potential enlistee that the effort to place the recruit in an MOS within an interesting cluster of jobs matched to his or her skills, to the extent compatible with the needs of the Guard/Reserve.

B.11 Establish a Program for Active, Continuous Dissemination of Information on Employer Policies Toward the Guard/Reserve (RCAS II)

This recommendation was also suggested for increasing positive propensity levels. The National Committee for Employer Support of the Guard and Reserve seems to have been effective in reaching management and in promoting company policies favorable

toward participation in the Guard/Reserve. More effort should now be directed toward ensuring that first line supervisors know the company policies toward participation in the Guard/Reserve, and are certain of the company desires that these policies be translated into positive action.

B.12 Convert Negative Propensity Individuals to Positive Through the Use of Incentives (RCAS II and III)

This recommendation, too, was suggested for increasing levels of positive propensity. Enlistment incentives have the potential of converting a large number of potential enlistees from negative propensity to positive propensity. Furthermore, those so converted may be highly desirable accessions, because they are likely to have a relatively high level of educational attainment.

B.13 Enhance the ability of Recruiters to Serve as Career Counselors to NPS Individuals (RCAS II)

This recommendation was offered as a means of increasing the conversion of individuals with positive propensity into accessions. Qualitative data show that successful recruiters play the role of personal, social, and psychological counselor very well, and that the help provided by such recruiters is thought valuable and is welcomed by people in late adolescence and early adulthood.

Some recruiters are not comfortable in such a role, however. Appropriate selection and training can enhance recruiter functioning in such a role, with positive effects on recruiter ability to gain the trust of potential enlistees.

B.14 Utilize the Group Process to a Greater Degree to Relieve Potential Enlistees' Feelings of Being Pressured (RCAS II)

This recommendation was also offered as a means of increasing the conversion of individuals with positive propensity into enlistments. To further create a willingness of the positive propensity person to talk to a recruiter, opportunities should be created to meet him in a group with other prospects of like mind. Such group contacts would relieve respondent anxiety over the pressures of one-to-one encounters and the fears of being pressed to make premature commitments. The presence of like-minded people usually eases such anxiety and facilitates the exploration of problems common to persons facing the same decision, such as whether or not to enlist in the Guard/Reserve.

B.15 Emphasize Career Counseling In All Active and Reserve Components (RCAS II)

This recommendation was suggested for increasing the length of time an individual continues to have a positive propensity to serve in the Guard/Reserve, particularly among Veterans. There are significant differences in propensity and in related attitudes among male veterans from different branches of the active forces. Air Force and Marine Corps veterans have consistently more positive views of Guard/Reserve service than do Army and Navy veterans. An analysis of other characteristics of different groups suggests that career counseling programs may be a contributing factor. In particular, veterans of the Marine Corps and of the Air Force were most likely to have had early contact with a career counselor (more than 10 months before separation), and were most likely to say their discussions with the career counselor were helpful.

It is suggested that the Army Guard and Reserve and the Navy Reserve could also benefit from earlier career counselor contact with personnel prior to separation.

B.16 Utilize the Potential Enlistee's Feeling He or She Has Something to Offer in Advertising and Recruiting (RCAS III)

People who believe they have skills useful to the Guard/Reserve are likely to respond to advertising approaches that stress the value of what they may have to offer the Guard/Reserve. Increased use of advertising that stresses the individual's felt self-worth is recommended, in contrast to advertising that stresses what the Guard/Reserve offers.

B.17 Increase Coordination with Industry in Placing Potential Recruits (RCAS III)

It is recommended that referrals between the Guard/Reserve and industry be increased. Such a service assists placement of NPS men and women who enlist in the Guard/Reserve into job training slots in local industries which support Guard/Reserve activities. Such placements also strengthen the general support system for the Guard/Reserve within industry.

B.18 Test Eligibility for a Low Interest Government Loan Program as an Incentive for Guard/Reserve Enlistment (RCAS III)

Since low interest government loans as incentives produce increases in propensity comparable to those produced by cash bonuses, a field test of low interest government loans should be undertaken. The results should be benchmarked against the results of cash bonus incentive programs, and the relative cost efficiency should be determined.

B.19 Develop a Long Range Strategy to Advertise the Unique Positive Benefits of the Guard/Reserve (RCAS III)

Guard/Reserve recruitment can benefit if Guard/Reserve service is differentiated from service in the Active Forces prior to the point at which a potential enlistee decides to join the military. To accomplish this goal, it is recommended that powerful, broad-based informational campaigns on the nature of the Guard/Reserve be enhanced. These should stimulate people to contrast service in the Guard/Reserve with service in the Active Forces. The Guard/Reserve position should be made most clear, to present its unique characteristics, especially to subgroups whose life situations make them particularly good potential recruits for the Guard/Reserve but not for the Active Forces; e.g., 19 to 21 year olds who are in school, have taken jobs, or have begun a family.

APPENDIX C
SAMPLE QUESTIONNAIRES

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

November, 1981
Job #9450
OMB#0704-0107

TIME STARTED _____ : _____ (CIRCLE: AM PM)

TELEPHONE # _____ (FILLED IN BY INTERVIEWER) () First screener HH
RESPONDENTS SEX (CIRCLE): M F (EDITORS USE ONLY) () Additional screener HH

ENLISTMENT STUDY -- NPS SAMPLE -- SCREENER

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We're doing a study among young men and women, age 17 to 26, for the Federal Government.

() Initial Hangup (END INTERVIEW -- CODE 8)

1a. Are there any young men or women between the ages of 17 and 26 living in this household right now?

1() Yes

2() No (END INTERVIEW -- CODE 9)

3() Respondent does not answer question, but hangs up (END INTERVIEW -- CODE 8)

1b. Is one of them at home?

1() Yes

2() No (GET AN INDIVIDUAL'S NAME AND ARRANGE A CALLBACK APPOINTMENT. IF A SPECIFIC APPOINTMENT TIME CANNOT BE MADE, USE REGULAR CALLBACK PROCEDURES.)

1c. I'd like to speak with him or her.

IF SAME PERSON, GO TO Q. 1e.

IF PERSON REFUSES TO GET A YOUNG PERSON ON PHONE, READ:

Everyone has the right to refuse to be in this survey, but it is very important that the person to be surveyed has the opportunity to refuse or accept for themselves. I'd like to speak to him or her.

IF PERSON STILL REFUSES OR HANGS UP, END INTERVIEW -- CODE 5

1d. WHEN YOUNG PERSON IS ON PHONE:

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We're doing a study among young men and women, age 17 to 26, for the Federal Government.

() PERSON HANGS UP (END INTERVIEW -- CODE 6)

1e. How many men age 17 to 26 are there living in your household?

0() None (#1g NEXT)

1() One

2() Two

3() Three

4() Four

5() Five

() Six or more

WRITE IN NUMBER

- 1f. What are the names and ages of each man in your household age 17 to 26? Please give me the youngest first, then the next youngest, etc. **RECORD NAME AND AGE BELOW, STARTING WITH THE YOUNGEST IN ORDER TO OLDEST.**

	<u>NAME</u>	<u>AGE</u>	IF NUMBER IN HH IS:	MALE SELECTION BOX INTERVIEW PERSON #:
1.	_____	_____	1	1
2.	_____	_____	2	2
3.	_____	_____	3	3
4.	_____	_____	4	4
5.	_____	_____	5	5
6.	_____	_____	6	6
7.	_____	_____	7	7

- 1g. How many women age 17 to 26 are there living in your household?

0() None (#1f NEXT) 3() Three () Six or more
 1() One 4() Four **WRITE IN NUMBER**
 2() Two 5() Five

- 1h. What are the names and ages of each woman in your household age 17 to 26? Please give me the youngest first, then the next youngest, etc. **RECORD NAME AND AGE BELOW, STARTING WITH THE YOUNGEST IN ORDER TO OLDEST.**

	<u>NAME</u>	<u>AGE</u>	IF NUMBER IN HH IS:	FEMALE SELECTION BOX INTERVIEW PERSON #:
1.	_____	_____	1	1
2.	_____	_____	2	2
3.	_____	_____	3	3
4.	_____	_____	4	4
5.	_____	_____	5	5
6.	_____	_____	6	6
7.	_____	_____	7	7

- 1i. IF ONLY MEN OR ONLY WOMEN IN HOUSEHOLD, CHECK APPROPRIATE BOX ABOVE TO SEE WHICH PERSON TO INTERVIEW. **ASK TO SPEAK TO THAT PERSON.**

IF BOTH MEN AND WOMEN IN HOUSEHOLD, CHECK **MALE** BOX TO SEE WHICH PERSON TO INTERVIEW. **ASK TO SPEAK WITH THAT PERSON.**

IF PERSON YOU ASK TO SPEAK TO IS NOT AT HOME, SET UP CALLBACK APPOINTMENT

- 1j. IF PERSON YOU ASK FOR IS PERSON YOU'RE SPEAKING WITH, READ:
 We would like to include your opinions in this survey. You have been chosen by chance. Participation in this survey is voluntary and there will be no consequences for failure to respond to any particular questions. Any information you give us is held completely confidential by our firm.

IF PERSON YOU ASK FOR IS NOT PERSON YOU'RE SPEAKING WITH, WHEN APPROPRIATE PERSON IS ON PHONE, READ:

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We're doing a study among young men and women, age 17 to 26, for the Federal Government and would like to include your opinions in this survey. You have been chosen by chance. Participation in this survey is voluntary and there will be no consequences for failure to respond to any particular questions. Any information you give us is held completely confidential by our firm.

IF PERSON HANGS UP AT ANY POINT ON THIS PAGE OF THE SCREENER, END INTERVIEW -- CODE 6

1k. First, how old were you on your last birthday?

15- 1() 17 5() 21 9() 25
 2() 18 6() 22 0() 26 → (#1 = NEXT)
 3() 19 → (#1 = NEXT) 7() 23 → (#1 = NEXT)
 4() 20 8() 24

() PERSON HANGS UP (END INTERVIEW -- CODE 6)

() PERSON UNDER 17 OR OVER 26 YEARS OLD (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH Q. 1j. IF NO OTHER HOUSEHOLD MEMBER OF SAME SEX IN AGE GROUP, ASK TO SPEAK TO PERSON OF OPPOSITE SEX. CHECK BOX TO SEE WHICH HOUSEHOLD MEMBER OF OPPOSITE SEX TO INTERVIEW.

IF NO OTHER ELIGIBLE RESPONDENT IN HOUSEHOLD, END INTERVIEW -- CODE 9)

ID# 1-
 2-
 3-
 4-
 No. 5-
 6-
 BLK. 7-
 8-
 9-
 10-
 11-
 12-
 13-
 14-

11. IF "17" IN Q. 1k, ASK:

In what month was your birthday?

16- WRITE IN
 17-

1m. Are you now or have you ever been in the Active Military service, or the National Guard or Reserves in a paid drill status?

1() Yes (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH Q. 1j. IF NO OTHER HOUSEHOLD MEMBER OF SAME SEX IN AGE GROUP, ASK TO SPEAK TO PERSON OF OPPOSITE SEX. CHECK BOX TO SEE WHICH HOUSEHOLD MEMBER OF OPPOSITE SEX TO INTERVIEW.

IF NO OTHER ELIGIBLE RESPONDENT IN HOUSEHOLD, END INTERVIEW--CODE 10)

2() No

PERSON HANGS UP (END INTERVIEW -- CODE 6)

1n. Have you been accepted by the Active Military service or the National Guard or Reserves and are currently awaiting basic training?

1() Yes (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH Q. 1j. IF NO OTHER HOUSEHOLD MEMBER OF SAME SEX IN AGE GROUP, ASK TO SPEAK TO PERSON OF OPPOSITE SEX. CHECK BOX TO SEE WHICH HOUSEHOLD MEMBER OF OPPOSITE SEX TO INTERVIEW.

IF NO OTHER ELIGIBLE RESPONDENT IN HOUSEHOLD, END INTERVIEW--CODE 11)

2() No

PERSON HANGS UP (END INTERVIEW -- CODE 6)

1o. CHECK:

18- 1() Male

2() Female

SCREENER COMPLETED -- FROM NOW ON TERMINATIONS CODED AS INCOMPLETE INTERVIEWS

FILL IN AFTER INTERVIEW COMPLETED / FOR TERMINATIONS -- FILL IN LOWER BOX IMMEDIATELY

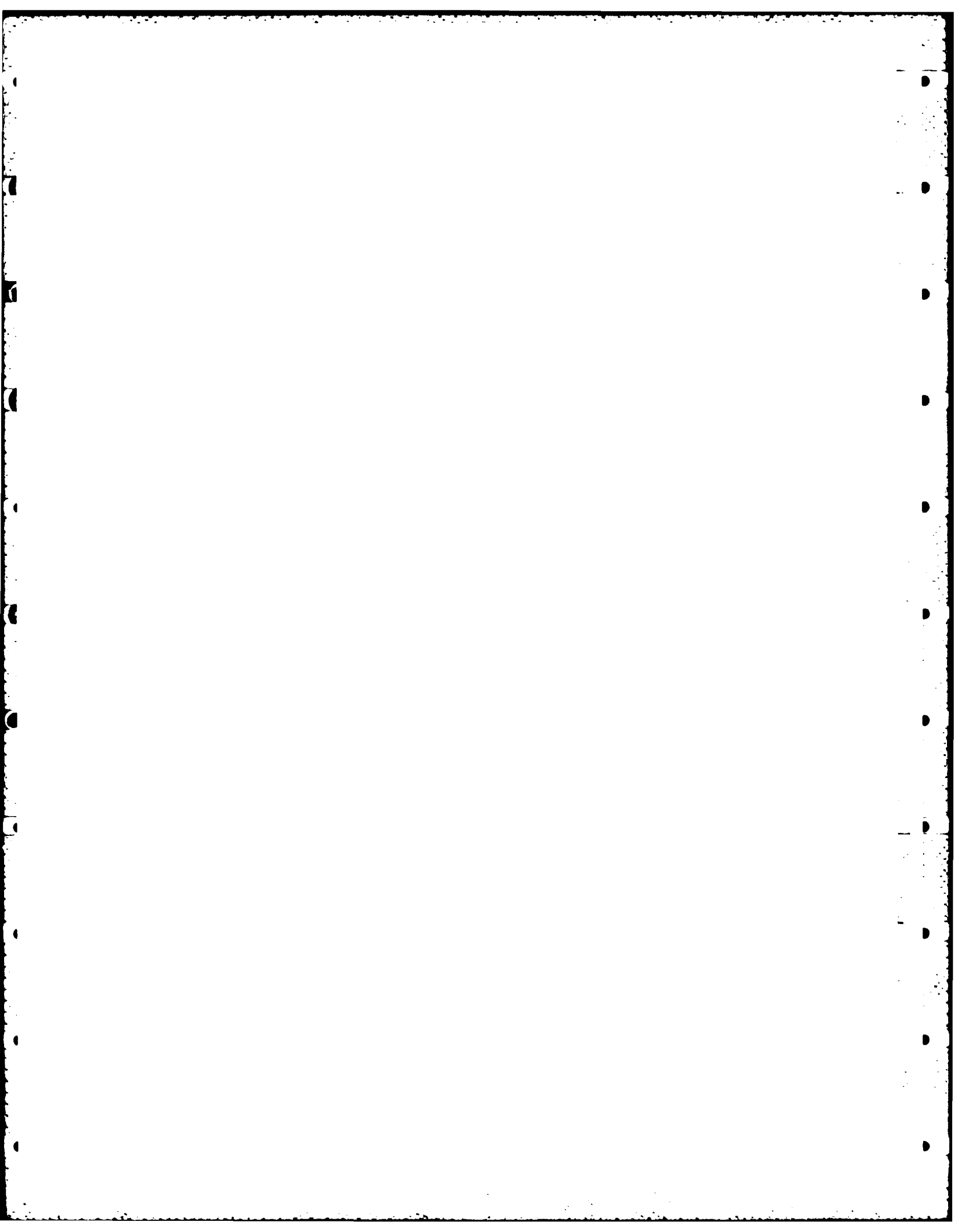
RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

INTERVIEWER ID#: _____ DATE _____

SAMPLE SEGMENT: NO. _____ BLK. _____



ENLISTMENT STUDY -- NPS SAMPLE

OMB #0704-0107
19-25- (0)
26- (1)

1a. Do you have a high school diploma?

27- 1() Yes (#2a NEXT)

2() No

1b. Are you currently attending high school?

28- 1() Yes (#1d NEXT)

2() No

0() NA

1c. Do you plan to attend high school in the next year or so?

29- 1() Yes (#7a NEXT)

2() No (#7a NEXT)

0() NA

1d. IF HIGH SCHOOL IN #1b:

Do you plan to go on to further schooling after high school?

30- 1() Yes

2() No (#7a NEXT)

9() Don't know (#7a NEXT)

0() NA

1e. IF YES IN #1d:

Will that be:

31- 1() Vocational training,

2() A two-year college, or } → (#6a NEXT)

3() A four-year college?

9() Don't know

0() NA

} → (#7a NEXT)

2a. IF YES IN #1a:

Is that:

32- 1() A regular diploma, or

2() A high school equivalency -- GED -- diploma?

0() NA

2b. Have you completed any additional formal schooling?

33- 1() Yes

2() No (#4a NEXT)

0() NA

2c. IF YES IN #2b:

What is the last year of school or college you completed after high school?

34- 1() Vocational school/training

0() NA

2() One year of college

3() Two years of college

4() Three years of college

5() Four years of college

6() Post graduate work

3a. Are you currently attending any type of school or college?

35- 1() Yes (#5 NEXT)

2() No

0() NA

3b. IF NO IN #3a:

Are you planning to attend any type of school or college in the next year or so?

36- 1() Yes (#7 NEXT)

2() No (#6a NEXT)

0() NA

4a. Are you currently attending any type of school or college?

37- 1() Yes (#5 NEXT)

2() No

0() NA

4b. IF NO IN #4a:

Are you planning to attend any type of school or college in the next year or so?

38- 1() Yes

2() No (#7a NEXT)

0() NA

5. IF ATTENDING/PLANNING TO ATTEND SCHOOL:

What type of school are you attending/planning to attend?

39- 1() Vocational training school after high school

2() Two-year college

3() Four-year college

4() Graduate or professional school

9() Don't know (#7a NEXT)

0() Not applicable

6a. Are you/will you be using/did you use any kind of financial assistance?

40- 1() Yes

9() Don't know (#7a NEXT)

2() No (#7a NEXT)

0() Not applicable

6b. IF YES IN #6a:

Which of the following does that financial assistance involve: (READ LIST; CHECK ALL THAT APPLY)

41- 1() Family assistance

9() Don't know

2() A federal grant or loan program

0() NA

3() Some other scholarship or loan program

IF "FEDERAL GRANT OR LOAN PROGRAM" NOT MENTIONED IN #6b, ASK #7a NEXT.

6c. IF "FEDERAL GRANT OR LOAN PROGRAM" MENTIONED IN #6b:

Which federal program would that be -- is it: (READ LIST; CHECK ALL THAT APPLY)

42- 1() Basic Equal Opportunity Grant (BEOG),

9() Don't know

43- 2() Federal Guaranteed Student Loan,

0() NA

3() National Direct Student Loan, or

4() GI Bill or Veterans Educational Assistance Program (VEAP)?

7a. Are you currently employed?

44- 1() Yes (#7c NEXT)

2() No

7b. IF NO IN #7a:

Are you looking for work?

45- 1() Yes

0() Not applicable

2() No } (#11 NEXT)

7c. IF YES IN #7a:

Is that:

46- 1() Outside your home, or

0() NA

2() At home?

8a. Do you work for yourself, or are you employed by someone else?

- 47- 1() Work for yourself (#9a NEXT) 0() Not applicable
2() Employed by someone else

8b. How often do you work on the weekend? Would you say it is:

- 48- 1() Every week, 9() Don't know
2() Two or three times a month, 0() NA
3() Once a month, or
4() Hardly ever?

9a. How many hours a week do you regularly work? _____

49-

IF 49 OR MORE, Q. 10 NEXT

50- 00() NA

9b. IF 48 OR FEWER HOURS IN #9a:

Have you been looking for a second job or another way to increase your income?

- 51- 1() Yes 0() Not applicable
2() No

10. How much would you say that your job uses your skills and your interests? Would you say your job uses those skills and interests:

- 52- 1() Very much, 4() Not at all?
2() A good deal, 9() Don't know
3() Only somewhat, or 0() NA

11. Were you employed at this time last year?

- 53- 1() Yes 2() No

12. How do things look for the next six months or a year? Do you think that, compared to now, you'll be:

- 54- 1() Much better off in the next six months or a year,
2() Somewhat better off,
3() Somewhat worse off, or
4() Much worse off in the next six months or a year?
9() Don't know

13a. What do you think you might be doing in the next year or two?

- 55- 1() Military 7() Nothing } → (#14 NEXT)
2() Going to school 9() Don't know
3() Working 8() Other
4() Going to school and working
5() Military and going to school
6() Military and working

WRITE IN

13b. Anything else?

- 56- 1() Military 7() Nothing
2() Going to school 9() Don't know
3() Working 8() Other
4() Going to school and working
5() Military and going to school
6() Military and working

WRITE IN

0() NA

IF "MILITARY" NOT MENTIONED IN EITHER Q. 13a OR Q. 13b, Q. 14 NEXT.

AD-A149 299

RESERVE COMPONENT ATTITUDE STUDY WAVE IV 1981 TRACKING
STUDY VOLUME 1 MAJ. (U) ASSOCIATES FOR RESEARCH IN
BEHAVIOR INC PHILADELPHIA PA MAY 82

33

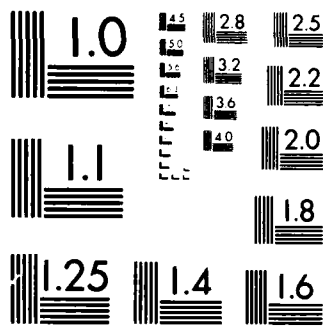
UNCLASSIFIED

DNDC/MRB-TR-81/2-VOL-1 MDA933-81-C-0617

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NL

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MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

13c. IF "MILITARY" IN Q. 13a OR 13b:

Would that be with the:

- 57- 1() Active Forces, 9() Don't know
 2() National Guard, or 0() NA
 3() Reserves?

13d. And what branch of service would that be?

- 58- 1() Army 9() Don't know
 2() Navy 0() NA
 3() Marine Corps
 4() Air Force
 5() Coast Guard

14. How difficult do you think it is for someone in your type of work to find a full-time job where you live? Is it:

- 59- 1() Very difficult, 9() Don't know
 2() Somewhat difficult,
 3() Somewhat easy, or
 4() Very easy?

15. Now I'm going to read you a list of several things which young people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not? (REPEAT FOR OTHER ITEMS)

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a. Working in a factory.....	1()	2()	3()	4()	9()-60
b. Working at a desk in a business office...	1()	2()	3()	4()	9()-61
c. Working as a salesperson.....	1()	2()	3()	4()	9()-62

FOR STATEMENTS d THROUGH i, START WITH
 STARRED ITEM FIRST; ROTATE THRU REMAINDER.

d. Serving in the Army National Guard.....	1()	2()	3()	4()	9()-63
e. Serving in the Air National Guard.....	1()	2()	3()	4()	9()-64
*f. Serving in the Army Reserve.....	1()	2()	3()	4()	9()-65
g. Serving in the Air Force Reserve.....	1()	2()	3()	4()	9()-66
h. Serving in the Marine Corps Reserve...	1()	2()	3()	4()	9()-67
i. Serving in the Navy Reserve.....	1()	2()	3()	4()	9()-68

STATEMENT j IS ALWAYS ASKED LAST.

j. Serving in the Active Military.....	1()	2()	3()	4()	9()-69
--	------	------	------	------	---------

16. IF DEFINITELY OR PROBABLY IN ANY BOXED ITEM OF Q. 15:

How likely would it be that you would serve as an officer -- would your serving as an officer be:

- 70- 1() Very likely, 9() Don't know
 2() Somewhat likely, 0() NA
 3() Only slightly likely,
 4() Not at all likely?

17. Within the past year, have you: (READ LIST.)

- a. Sent for recruiting literature from the National Guard/Reserves?..... 1() Yes 2() No -71
- b. Sent for recruiting literature from the Active Forces?..... 1() Yes 2() No -72
- c. Attended an open house for a National Guard/ Reserve unit in your area?..... 1() Yes 2() No -73
- d. Gone to a recruiting center to talk about joining the Active Forces?..... 1() Yes 2() No -74
- e. Gone to a recruiting center to talk about joining the National Guard/Reserves?..... 1() Yes 2() No -75
- f. Talked to or been called by a recruiter from the National Guard/Reserves..... 1() Yes 2() No -76
- g. Talked to or been called by a recruiter from the Active Forces..... 1() Yes 2() No -77

18a. In the past year, have you talked with your parents, brothers, or sisters, spouse, or friends about joining any military component -- National Guard, Reserves or Active Forces?

- 78- 1() Yes 2() No 3() Don't recall (#19a NEXT)

18b. IF YES IN Q. 18a AND YES IN Q. 17 f OR g (BOXED):
Was that before or after you talked to the recruiter?

- 79- 1() Before 9() Don't know
2() After 0() NA
3() Both before and after

80- (1)
1-4- (DUP)

18c. Was that with your: (READ LIST.)

	Yes	No	N/A
Mother.....	1()	2()	0() -5
Father.....	1()	2()	0() -6
Spouse, fiance or steady friend.....	1()	2()	0() -7
Other friends.....	1()	2()	0() -8
Brothers or sisters.....	1()	2()	0() -9

19a. Which of the following benefits do you think are now available in the National Guard/ Reserve? As I read each one, please tell me whether it is now available, or not now available: (READ LIST.)

	Now Available	Not Now Available	Don't Know
a. Bonuses for joining.....	1()	2()	9() -10
b. Free travel to Europe or Japan.....	1()	2()	9() -11
c. Skill training programs.....	1()	2()	9() -12
d. Tuition assistance for civilian education.....	1()	2()	9() -13

- 19b. And which of these do you think is now available in the Active Forces? As I read each one, please tell me whether it is now available, or not now available: (READ LIST.)

	<u>Now Available</u>	<u>Not Now Available</u>	<u>Don't Know</u>
a. Bonuses for joining.....1()		2()	9() -14
b. Free travel to Europe or Japan.....1()		2()	9() -15
c. Skill training programs.....1()		2()	9() -16
d. Tuition assistance for civilian education.....1()		2()	9() -17

20. Do you think that, considering your skills and your interests, the National Guard/Reserve would offer you personally:

- 18- 1() A good choice of jobs and training programs,
 2() Some choice of jobs and training, or
 3() Little or no choice of jobs and training programs?
 9() Don't know

21. If you were to consider joining the National Guard or the Reserves, do you think you'd be looking for:

- 19- 1() A specific job or training program, 9() Don't know
 2() Just to see what jobs are offered, or
 3() For nothing in particular?

- 22a. How many total days of participating in drills and training do you think members of the National Guard and Reserves have now, each year, once their basic training is completed?

22-

WRITE IN

- 22b. How much money do you think someone beginning service in the Guard/Reserve makes, for each hour of drill?

23-

WRITE IN

24-

25-

26-

- 22c. Currently, members of the Guard/Reserve drill one full weekend each month. How likely would you be to enlist in the Guard/Reserve if you could complete the required drills one evening each week, instead of one weekend each month? Would you:

- 27- 1() Definitely enlist, 4() Definitely not enlist?
 2() Probably enlist, 9() Don't know
 3() Probably not enlist, or

23. Do you think it would help you in a civilian job if you were to be a member of the National Guard or the Reserves?

- 28- 1() Yes 2() No 9() Don't know

24. Currently, initial training for most National Guard or Reserve units requires 3 to 6 months of full-time training. Do you think an employer would hold a job for someone who was away in active duty training with the National Guard or the Reserves for 3 to 6 months?

- 29- 1() Yes 2() No 9() Don't know

25. If an employer did hold a position open, would the employee lose his or her seniority from a company during the training period for the National Guard or the Reserves?

30- 1() Yes

2() No

9() Don't know

IF RESPONDENT IS NOT EMPLOYED (Q. 7a, PAGE 2) OR IS SELF-EMPLOYED (Q. 8, PAGE 2),
SKIP TO Q. 27.

- 26a. Does your company have a specific policy about National Guard or Reserves participation?

31- 1() Yes
2() No

9() Don't know

0() Not applicable

- 26b. With respect to Guard/Reserve participation, would you say the company is:

32- 1() Positive,
2() Neutral, or
3() Negative?

9() Don't know

0() Not applicable

- 26c. Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked with you?

33- 1() Yes
2() No

9() Don't know

0() Not applicable

27. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) -- would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist? (REPEAT FOR OTHER ITEMS)

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
a. A \$2,000 bonus for joining.....	1()	2()	3()	4()	9() -34
b. A \$3,000 bonus for joining.....	1()	2()	3()	4()	9() -35
c. A \$4,000 bonus for joining.....	1()	2()	3()	4()	9() -36

28. Now I'm going to read you a list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. (READ LIST.)

	AGREE		Neither	DISAGREE	
	Strongly	Somewhat		Somewhat	Strongly
a. People look up to a person in the uniform of the National Guard or Reserves.....	1()	2()	3()	4()	5() -37
b. It's important for our country to be able to use military force in its relations with other countries.....	1()	2()	3()	4()	5() -38
c. A nation should always be ready to fight.....	1()	2()	3()	4()	5() -39
d. Our country is too militaristic.....	1()	2()	3()	4()	5() -40
e. The National Guard and the Reserves are highly respected in my community...	1()	2()	3()	4()	5() -41
f. I would be proud to be a member of the National Guard or Reserves.....	1()	2()	3()	4()	5() -42
g. It is unnecessary for us to spend billions and billions of dollars each year for military preparations.....	1()	2()	3()	4()	5() -43

29. When you have a chance to do whatever you want, what sorts of activities do you like? As I read each of these activities, tell me if it is something you like very much, something you like a little bit, something you don't particularly care about one way or the other, or something you dislike altogether. (READ LIST.)

	LIKE		Don't Particularly Care About	Dislike	DK/ Never Tried
	Very Much	A Little			
a. Participating in religious activities...	1()	2()	3()	4()	9()-44
b. Going to a movie.....	1()	2()	3()	4()	9()-45
c. Dining out.....	1()	2()	3()	4()	9()-46
d. Fixing up a car or motorcycle.....	1()	2()	3()	4()	9()-47
e. Working for a community group.....	1()	2()	3()	4()	9()-48
f. Reading about foreign countries.....	1()	2()	3()	4()	9()-49
g. Working for a charity or a religious organization.....	1()	2()	3()	4()	9()-50
h. Visiting friends.....	1()	2()	3()	4()	9()-51
i. Reading articles on science.....	1()	2()	3()	4()	9()-52
j. Fishing.....	1()	2()	3()	4()	9()-53
k. Hunting.....	1()	2()	3()	4()	9()-54
l. Studying the stock market.....	1()	2()	3()	4()	9()-55
m. Talking with friends.....	1()	2()	3()	4()	9()-56
n. Working for a political or social cause.....	1()	2()	3()	4()	9()-57

30. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or are very unlikely to do. (READ LIST.)

	LIKELY		Might or Might Not	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Send for literature about the military forces.....	1()	2()	3()	4()	5()	9()-58
b. Talk to a recruiter for one of the military services.....	1()	2()	3()	4()	5()	9()-59
c. Look for a job, or look to change jobs.....	1()	2()	3()	4()	5()	9()-60
d. Take a physical or written test for military service.....	1()	2()	3()	4()	5()	9()-61
e. Look for a way to change the routine in your life.....	1()	2()	3()	4()	5()	9()-62
f. Look for a way to make some extra money in your spare time.....	1()	2()	3()	4()	5()	9()-63
g. Train for a new or higher level job...	1()	2()	3()	4()	5()	9()-64
h. Talk to family or friends about joining military service.....	1()	2()	3()	4()	5()	9()-65
i. Find out more about bonus programs or educational incentives for joining the military.....	1()	2()	3()	4()	5()	9()-66
						(0) -67-70

(0) -67-70

31. Please tell me if you would be more likely to achieve your life goals if you enlisted in the National Guard or Reserves -- or, by some other part-time job or activity. Would the National Guard or Reserves be:

- 71- 1() Much more likely to enable you to achieve your life goals,
 2() Somewhat more likely to enable you to do this,
 3() Somewhat less likely to enable you to do this, or
 4() Much less likely to enable you to achieve your life goals than some other part-time job or activity?
 9() Don't know

32. People give various reasons for wanting to do things. As I read each of the following, please tell me how important or unimportant that reason would be to you personally for deciding to do something -- would it be very important, somewhat important, only slightly important, or not at all important to you personally? (READ LIST.)

	<u>Very</u>	<u>Somewhat</u>	<u>Only Slightly</u>	<u>Not At All</u>	<u>Don't Know</u>
a. Being able to use my time as I please.....	1()	2()	3()	4()	9()-72
b. Being liked by other people.....	1()	2()	3()	4()	9()-73
c. Having a bit more money than I have now.....	1()	2()	3()	4()	9()-74
d. Having a good time.....	1()	2()	3()	4()	9()-75

33. Now, as I read these four items one more time, please tell me how likely you would be to accomplish each if you enlisted in the National Guard or Reserves. Would you be very likely to accomplish it, somewhat likely to accomplish it, somewhat unlikely to accomplish it, or very unlikely to accomplish it? (READ LIST.)

	<u>LIKELY</u>		<u>UNLIKELY</u>		<u>Don't Know</u>
	<u>Very</u>	<u>Somewhat</u>	<u>Somewhat</u>	<u>Very</u>	
a. Being able to use my time as I please.....	1()	2()	3()	4()	9()-76
b. Being liked by other people.....	1()	2()	3()	4()	9()-77
c. Having a bit more money than I have now.....	1()	2()	3()	4()	9()-78
d. Having a good time.....	1()	2()	3()	4()	9()-79

(2) -80
 (DUP) -1-4

34. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to occur? As I read each statement, please tell me if it would be very likely to exist or occur, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to exist or occur: (READ LIST.)

	LIKELY		Neither	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Getting a chance to travel.....	1()	2()	3()	4()	5()	9() -5
b. Having a chance to show your abilities....	1()	2()	3()	4()	5()	9() -6
c. Having military supervisors who would hassle or harrass you.....	1()	2()	3()	4()	5()	9() -7
d. Taking too much time away from your personal and social activities.....	1()	2()	3()	4()	5()	9() -8
e. Learning self-discipline.....	1()	2()	3()	4()	5()	9() -9
f. Being called to active duty in case of war.....	1()	2()	3()	4()	5()	9() -10
g. Taking too much time away from your family during drills.....	1()	2()	3()	4()	5()	9() -11
h. Being called to active duty in case of civil disturbances or riots.....	1()	2()	3()	4()	5()	9() -12
i. Losing a chance for educational progress..	1()	2()	3()	4()	5()	9() -13
j. Being in combat during a disturbance or a war.....	1()	2()	3()	4()	5()	9() -14
k. Losing a chance to progress toward a solid job and job security.....	1()	2()	3()	4()	5()	9() -15

- 35a. There is now a law requiring all men to register for the draft when they are 18 years old. How do you personally feel about such a requirement, which means only that young men have to register, but there will be no draft unless there is a national emergency? Are you:

16- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

- 35b. How would you feel if the requirement applied not only to men at age 18, but also to women? If the requirement were that all young people are required to register but there will be no draft unless there is a national emergency, would you be:

17- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

- 36a. How would you feel if there were a requirement that all young people would have to participate in some sort of national service? If some people could choose to join some community service organization, such as Vista or the Peace Corps, and those who wanted could choose the military forces, how would you react to the requirement? Would you be:

18- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

36b. And how would you feel if there were a draft of men to fill the Reserve Components of the military? Under such a plan, some men would be drafted to go through six months of basic training and then return to civilian life. They would not have to serve or drill any further unless there were an emergency during the time they were Reservists -- probably seven and a half years. Would you be:

- 19- 1() Strongly in favor, 4() Somewhat opposed, or
 2() Somewhat in favor, 5() Strongly opposed?
 3() Neither in favor nor opposed, 9() Don't know

37. Now I'm going to read you one last list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. (READ LIST.)

	AGREE		Neither	DISAGREE		Don't Know
	Strongly	Somewhat		Somewhat	Strongly	
a. The Active Forces have good, up-to-date equipment1()	2()	3()	4()	5()	9()-20	
b. The Guard/Reserve are well-trained1()	2()	3()	4()	5()	9()-21	
c. I like to become involved in projects in my community1()	2()	3()	4()	5()	9()-22	
d. I like to belong to organizations or groups which help me find more interesting things to do than being on my own1()	2()	3()	4()	5()	9()-23	
e. The Active Forces are well-trained1()	2()	3()	4()	5()	9()-24	
f. The Reserves are needed to serve in combat roles during a military conflict1()	2()	3()	4()	5()	9()-25	
g. There are too many choices a young person has to make in today's world1()	2()	3()	4()	5()	9()-26	
h. The Guard/Reserve have good, up-to-date equipment1()	2()	3()	4()	5()	9()-27	
i. In my spare time I prefer doing things with others rather than being by myself1()	2()	3()	4()	5()	9()-28	

38. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) -- would you definitely enlist, probably enlist, probably not enlist, or detely not enlist? (READ LIST.)

	ENLIST		NOT ENLIST		Don't Know
	<u>Definitely</u>	<u>Probably</u>	<u>Probably</u>	<u>Definitely</u>	
a. Tuition assistance of \$1,000 per year, for up to 4 years.....	1()	2()	3()	4()	9()-29
b. Tuition assistance of \$1,500 per year, for up to 4 years.....	1()	2()	3()	4()	9()-30
c. Tuition assistance of \$2,000 per year, for up to 4 years.....	1()	2()	3()	4()	9()-31

39a. Would you say that military danger from other countries to the United States right now is:

- 32- 1() Very high, 3() Somewhat low, or
2() Somewhat high, 4() Very low?
9() Don't know

39b. Would you say that the likelihood of a draft of men between the ages of 18 and 20 within the next year is:

- 33- 1() Very high, 4() Very low?
2() Somewhat high, 9() Don't know
3() Somewhat low, or

40. And now a few questions for classification purposes. Are you living with your parents?

- 34- 1() Yes 2() No

41a. Are you:

- 35- 1() Married, 3() Widowed, divorced, or (#41c NEXT)
2() Single, (#41c NEXT) 4() Separated? (#42a NEXT)

41b. IF MARRIED IN #41a:

Is your spouse working?

- 36- 1() Yes (#42a NEXT) 2() No (#42a NEXT) 0() NA

41c. IF SINGLE, WIDOWED, OR DIVORCED IN #41a:

Are you planning to get married in the next 12 months?

- 37- 1() Yes 9() Don't know
2() No 0() NA

42a. Do you own your own home?

- 38- 1() Yes 2() No 3() Parents own home

42b. Are you planning to buy a home in the next year?

- 39- 1() Yes 2() No 9() Don't know

43. During most of your first ten years of life, did you live:

- 40- 1() On a farm, 9() No one place
2() In a town,
3() In a suburb, or
4() In a city?

44a. Did you live with your father during most of that ten years?

- 41- 1() Yes 2() No }
8() Refused } → (#45a NEXT)

44b. IF YES IN #44a:

What was the last grade of school or college your father completed?

- 42- 1() Less than high school graduate 0() NA
2() High school graduate
3() Vocational/training school high school (PROBE)
4() Some college
5() College graduate or more
9() Don't know

45a. Did you live with your mother during most of your first ten years?

- 43- 1() Yes 2() No
8() Refused } → (#46a NEXT)

45b. IF YES IN #45a:

What was the last grade of school or college your mother completed?

- 44- 1() Less than high school graduate 0() NA
2() High school graduate
3() Vocational/training school after high school (PROBE)
4() Some college
5() College graduate or more
9() Don't know

46a. Have any close relatives served in the military?

- 45- 1() Yes 2() No
9() Don't know } → (#46e NEXT)

46b. IF YES IN #46a:

Who was that? CHECK ALL MENTIONED

- | | |
|------------------------|-------------|
| 46- 1() Father | 5() Sister |
| 47- 2() Mother | 6() Spouse |
| 48- 3() Uncle or aunt | 7() Cousin |
| 4() Brother | |
| () Other _____ | |

WRITE IN

0() Not applicable

46c. Have any of these been career military personnel?

- 49- 1() Yes 9() Don't know (#46e NEXT)
2() No (#46e NEXT) 0() Not applicable

46d. IF YES IN #46c:

Who was that? CHECK ALL MENTIONED.

- | | |
|------------------------|-------------|
| 50- 1() Father | 5() Sister |
| 51- 2() Mother | 6() Spouse |
| 52- 3() Uncle or aunt | 7() Cousin |
| 4() Brother | |
| () Other _____ | |

WRITE IN

0() Not applicable

46e. Have you ever participated in an ROTC or Junior ROTC program?

- 53- 1() Yes 2() No

47a. Not including yourself, how many dependents do you have?

- | | | |
|-----|----------------------|-------------------|
| 54- | 1() None (#48 NEXT) | 4() Three |
| | 2() One | 5() Four |
| | 3() Two | 6() Five or more |

47b. IF ANY IN #47a:

Do you have any children below the age of six?

- | | | |
|-----|----------|---------------------|
| 55- | 1() Yes | 2() No |
| | | 0() Not applicable |

48. During your high school years, would you say you were an:

- | | | |
|-----|-----------------|--------------------|
| 56- | 1() A student, | 4() D student, or |
| | 2() B student, | 5() F student? |
| | 3() C student, | 8() Refused |
| | | 9() Don't know |

49. How many brothers and sisters do you have?

- | | | |
|-----|------------|------------------|
| 57- | 1() One | 5() Five |
| | 2() Two | 6() Six or more |
| | 3() Three | 0() None |
| | 4() Four | |

50. I'd like you to think of your two best male friends and your two best female friends. (PAUSE) Have any of them joined the military or had recently about going into the Active Military or the National Guard or Reserves?

- | | | |
|-----|----------|---------|
| 58- | 1() Yes | 2() No |
|-----|----------|---------|

51a. Now I'd like you to think about what people who are closest to you might think if you were to join the National Guard or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard or the Reserves?

- | | | |
|-----|-------------------------------------|--------------------------|
| 59- | 1() Very pleased | 4() Somewhat displeased |
| | 2() Somewhat pleased | 5() Very displeased |
| | 3() Neither pleased nor displeased | 9() Don't know |

51b. I'd also like to ask specifically about the reactions of your spouse, fiance(e), or a steady friend. Do you think that, if you were to enlist in the National Guard or the Reserves, he/she would be:

- | | | |
|-----|--------------------------------------|------------------------------|
| 60- | 1() Very pleased, | 4() Somewhat displeased, or |
| | 2() Somewhat pleased, | 5() Very displeased? |
| | 3() Neither pleased nor displeased, | 9() Don't know |

52a. Is there a National Guard/Reserve unit close enough to you for you to join?

- | | | | |
|-----|----------|---------|-----------------|
| 61- | 1() Yes | 2() No | 9() Don't know |
|-----|----------|---------|-----------------|

52b. If a National Guard/Reserve unit is close enough for you to join, or were close enough, how likely are you to join it in the next year? Would you say you would:

- 62- 1() Definitely join, 9() Don't know
2() Probably join,
3() Probably not join, or
4() Definitely not join a National Guard/Reserve unit close to you?

53. If you were to join a National Guard/Reserve unit, would you be allowed to transfer to another unit, or to go "inactive," if you moved to another geographic area?

- 63- 1() Yes 2() No 9() Don't know

54. If it were possible to transfer or to go inactive if you moved to another geographic area, would that increase your interest in joining the National Guard/Reserve:

- 64- 1() Very much, 9() Don't know
2() Somewhat,
3() Only slightly, or
4() Not at all?

55. And just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

- 65- 1() Hispanic, () Other _____
2() American Indian or Alaskan Native, WRITE IN
3() Black, not of Hispanic origin, 8() Refused
4() Asian or Pacific Islander, or
5() White, not of Hispanic origin?

RESPONDENT _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE (_____) _____ - _____

66-

67-

TIME ENDED: _____ : _____ (CIRCLE: AM PM)

68-

69-

INTERVIEWER: _____ (# _____) DATE _____

70- _____

71- _____

72- _____

73- _____

74- _____

75- _____

76- _____

77-79- (0)

80- (3)

➡ SAMPLE SEGMENT _____

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

November, 1981
Job #9450
OMB #0704-0107

TELEPHONE # _____ (FILLED IN BY INTERVIEWER)
SRV CODE (CIRCLE): 1 2 3 4 5 6 7 (EDITORS USE ONLY)
TIME STARTED : _____ (CIRCLE: AM PM)

ENLISTMENT STUDY -- VETERANS SAMPLE SCREENER

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. I'd like to speak with (NAME ON CALL RECORD).

- () Initial hangup (END INTERVIEW -- CODE 8)
- () Respondent moved -- ATTEMPT TO GET NEW TELEPHONE NUMBER. IF NO NEW NUMBER, END INTERVIEW -- CODE 12. IF GET NEW NUMBER, WRITE ON CALL RECORD IN "OTHER PHONE" BOX AND DIAL.
- () Respondent not at this telephone number (END INTERVIEW -- CODE 13)
- () Person on phone refused to get target person. READ:
Everyone has the right to refuse to be in this survey, but it is very important that the person to be surveyed has the opportunity to refuse or accept for himself/herself. I'd like to speak to him/her.

IF PERSON STILL REFUSED OR HANGS UP, END INTERVIEW -- CODE 5

IF TARGET PERSON ANSWERED PHONE, READ:

We are conducting a survey for the Federal Government and would like to include your opinion.

- () RESPONDENT HANGS UP (END INTERVIEW -- CODE 6)

IF SOMEONE OTHER THAN TARGET PERSON ANSWERED, WHEN TARGET PERSON IS ON PHONE READ:

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We are conducting a survey for the Federal Government and would like to include your opinion.

- () RESPONDENT HANGS UP (END INTERVIEW -- CODE 6)

1a. Have you ever been in the military service?

1() Yes

2() No (END INTERVIEW -- CODE 14)

() RESPONDENT HANGS UP (END INTERVIEW -- CODE 6)

1b. IF YES:

Are you now on active duty?

1() Yes (END INTERVIEW -- CODE 15)

2() No

() RESPONDENT HANGS UP (END INTERVIEW -- CODE 6)

1c. IF NO:

Are you currently a member of the Active Reserves in paid drill status; that is, going to night or weekend unit training assemblies and/or summer training camp?

1() Yes (END INTERVIEW -- CODE 16)

2() No

() RESPONDENT HANGS UP (END INTERVIEW -- CODE 6)

1d. IF NO IN Q. 1c:

For how many months and years have you been in the military service?

- 29- 1() Less than 2 years (END INTERVIEW -- CODE 17)
 2() 2 years -- 2 years, 11 months
 3() 3 years -- 3 years, 11 months
 4() 4 years -- 4 years, 11 months
 5() 5 years -- 5 years, 11 months
 () 6 years or more (END INTERVIEW -- CODE 17)

ID# 1-
 2-
 3-
 4-

IF RESPONDENT HANGS UP, END INTERVIEW -- CODE 6)

1e. In what month and year did you enter the military service? CHECK MONTH AND YEAR.

- () Before January 1976 (END INTERVIEW -- CODE 17)
 () September 1979 or later (END INTERVIEW -- CODE 17)

No. 5-
 6-

- | | MONTH | | YEAR |
|--------------------|-----------------|-------------|------|
| 01() January | 07() July | 6() 76 | |
| 30- 02() February | 08() August | 32- 7() 77 | |
| 03() March | 09() September | 8() 78 | |
| 31- 04() April | 10() October | 9() 79 | |
| 05() May | 11() November | | |
| 06() June | 12() December | | |

Blk. 7-
 8-
 9-
 St. 10-
 11-

IF RESPONDENT HANGS UP, END INTERVIEW -- CODE 6)

1f. In what month and year were you separated from active duty? CHECK MONTH AND YEAR.

- () Before January 1978 (END INTERVIEW -- CODE 17)

Srv. 12-

- | | MONTH | | YEAR |
|--------------------|-----------------|-------------|------|
| 01() January | 07() July | 8() 78 | |
| 33- 02() February | 08() August | 35- 9() 79 | |
| 03() March | 09() September | 0() 80 | |
| 34- 04() April | 10() October | 1() 81 | |
| 05() May | 11() November | | |
| 06() June | 12() December | | |

Pers. No. 13-
 14-
 15-
 16-
 17-
 18-
 19-
 20-
 21-
 22-
 23-
 24-

IF RESPONDENT HANGS UP, END INTERVIEW -- CODE 6)

1g. In what branch of the military did you serve?

- 36- 1() Air Force 3() Marines
 2() Army 4() Navy
 5() Coast Guard (END INTERVIEW -- CODE 18)

IF RESPONDENT HANGS UP, END INTERVIEW -- CODE 6)

1h. CHECK SEX:

- 37- 1() Male 2() Female

25-
 26-
 27-
 28-

SCREENER COMPLETED -- FROM NOW ON TERMINATIONS CODED AS INCOMPLETE INTERVIEWS

FILL IN AFTER INTERVIEW COMPLETED/OR TERMINATIONS -- FILL IN LOWER BOX IMMEDIATELY

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

INTERVIEWER ID #: _____ DATE _____

SAMPLE SEGMENT: NO. _____ BLK. _____ ST. _____ SRV. _____

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

November, 1981
Job #9450

ENLISTMENT STUDY -- VETERANS SAMPLE

OMB #0704-0107
38-42- (0)
43- (4)

1. How old were you on your last birthday?
44- WRITE IN
45-
- 2a. Do you have a high school diploma?
46- 1() Yes (#2c NEXT) 2() No
- 2b. Are you currently attending high school?
47- 1() Yes (#7a NEXT) 2() No (#7a NEXT) 0() NA
- 2c. IF YES IN #2a:
Is that:
48- 1() A regular diploma, or 0() NA
2() A high school equivalency -- GED -- diploma?
- 2d. Have you completed any additional formal schooling?
49- 1() Yes 2() No (#4a NEXT) 0() NA
- 2e. IF YES IN #2d:
What is the last year of school or college you completed after high school?
50- 1() Vocational school/training 0() NA
2() One year of college
3() Two years of college
4() Three years of college
5() Four years of college
6() Post graduate work
- 3a. Are you currently attending any type of school or college?
51- 1() Yes (#5 NEXT) 2() No 0() NA
- 3b. IF NO IN #3a:
Are you planning to attend any type of school or college in the next year or so?
52- 1() Yes (#5 NEXT) 2() No (#6a NEXT) 0() NA
- 4a. IF NO IN #2d:
Are you currently attending any type of school or college?
53- 1() Yes (#5 NEXT) 2() No 0() NA
- 4b. IF NO IN #4a:
Are you planning to attend any type of school or college in the next year or so?
54- 1() Yes 2() No (#7a NEXT) 0() NA

5. IF ATTENDING/PLANNING TO ATTEND SCHOOL:

What type of school are you attending/planning to attend?

- 55- 1() High school (#7a NEXT)
2() Vocational training school after high school
3() Two-year college
4() Four-year college
5() Graduate or professional school
9() Don't know
0() Not applicable

6a. Are you/will you be using/did you use any kind of financial assistance?

- 56- 1() Yes 9() Don't know (#7a NEXT)
2() No (#7a NEXT) 0() NA

6b. IF YES IN #6a:

Does any of that financial assistance come to you as a result of your military service?

- 57- 1() Yes 9() Don't know
2() No 0() NA

58-61- (0)

7a. Are you currently employed?

- 62- 1() Yes (#7c NEXT) 2() No

7b. IF NO IN #7a:

Are you looking for work?

- 63- 1() Yes } 0() NA
2() No } →(#11 NEXT)

7c. IF YES IN #7a:

Is that:

- 64- 1() Outside your home, or 0() NA
2() At home?

8a. Do you work for yourself, or are you employed by someone else?

- 65- 1() Work for yourself (#9a NEXT) 0() NA
2() Employed by someone else

8b. How often do you work on the weekend? Would you say it is:

- 66- 1() Every week, 9() Don't know
2() Two or three times a month, 0() NA
3() Once a month, or
4() Hardly ever?

9a. How many hours a week do you regularly work? _____

67-

IF 49 OR MORE, Q. 10 NEXT

68-

0() NA

9b. IF 48 OR FEWER HOURS IN #9a:

Have you been looking for a second job or another way to increase your income?

69- 1() Yes

0() NA

2() No

10. How much would you say that your job uses your skills and your interests? Would you say your job uses those skills and interests:

70- 1() Very much,

4() Not at all?

2() A good deal,

9() Don't know

3() Only somewhat, or

0() NA

11. Were you employed at this time last year?

71- 1() Yes

2() No

12. How do things look for the next six months or a year? Do you think that, compared to now, you'll be:

72- 1() Much better off in six months or a year,

9() Don't know

2() Somewhat better off,

3() Somewhat worse off, or

4() Much worse off in six months or a year?

13. NO QUESTION.

73-75- (0)

14. How difficult do you think it is for someone in your type of work to find a full-time job where you live? Is it:

76- 1() Very difficult,

9() Don't know

2() Somewhat difficult,

3() Somewhat easy, or

4() Very easy?

15. Now I'm going to read you a list of several things which young people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not? (REPEAT FOR OTHER ITEMS)

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a. Working in a factory.....	1()	2()	3()	4()	9()-77
b. Working at a desk in a business office...	1()	2()	3()	4()	9()-78
c. Working as a salesperson.....	1()	2()	3()	4()	9()-79

FOR STATEMENTS d THROUGH i, START WITH
STARRED ITEM FIRST; ROTATE THRU REMAINDER.

(1)-80
(DUP)-1-4

d. Serving in the Army National Guard.....	1()	2()	3()	4()	9()-5
e. Serving in the Air National Guard.....	1()	2()	3()	4()	9()-6
f. Serving in the Army Reserve.....	1()	2()	3()	4()	9()-7
g. Serving in the Air Force Reserve.....	1()	2()	3()	4()	9()-8
h. Serving in the Marine Corps Reserve.....	1()	2()	3()	4()	9()-9
*i. Serving in the Navy Reserve.....	1()	2()	3()	4()	9()-10

STATEMENT J IS ALWAYS ASKED LAST.

j. Serving in the Active Military.....	1()	2()	3()	4()	9()-11
--	------	------	------	------	---------

16. IF DEFINITELY OR PROBABLY IN ANY BOXED ITEM OF Q. 15:

How likely would it be that you would serve as an officer -- would your serving as an officer be:

- 12- 1() Very likely, 9() Don't know
2() Somewhat likely, 0() NA
3() Only slightly likely, or
4() Not at all likely?

17. Since you were separated from active service, have you: (READ LIST)

a. Attended an open house for a National Guard/ Reserve unit in your area?.....	1() Yes	2() No	-13
b. Gone to a recruiting center to talk about joining the National Guard/Reserves?.....	1() Yes	2() No	-14
c. Talked to or been called by a recruiter from the National Guard/Reserves?.....	1() Yes	2() No	-15

18. I'd like to change the topic now. I notice that you were in the (NAME SERVICE FROM SCREENER). Overall, how satisfied were you with the time you spent in the (NAME SERVICE) -- were you:

- 16- 1() Very satisfied, 4() Somewhat dissatisfied, or
2() Somewhat satisfied, 5() Very dissatisfied with the service?
3() Neither satisfied nor 9() Don't know
dissatisfied

- 19a. Were you trained in the skill you wanted when you joined the service?

- 17- 1() Yes 2() No

- 19b. Were you assigned to a job that used the skills you were trained in?

- 18- 1() Yes 2() No

19c. Regardless of your assignment, do you feel the work you did used your skills:

- 19- 1() All or most of the time, 4() Very little of the time, or
2() About half the time, 5() Never?
3() Only some of the time, 9() Don't know

19d. Overall, how satisfied were you with your skills -- were you:

- 20- 1() Very satisfied, 4() Somewhat dissatisfied, or
2() Somewhat satisfied, 5() Very dissatisfied with it?
3() Neither satisfied nor 9() Don't know
dissatisfied,

20a. How satisfied were you with the pay grade or rank you held when you were separated:

- 21- 1() Very satisfied, 4() Somewhat dissatisfied, or
2() Somewhat satisfied, 5() Very dissatisfied with the pay
3() Neither satisfied nor grade you held?
dissatisfied, 9() Don't know

20b. How satisfied were you with the promotion policies of your service:

- 22- 1() Very satisfied, 4() Somewhat dissatisfied, or
2() Somewhat satisfied, 5() Very dissatisfied with those
3() Neither satisfied nor promotion policies?
dissatisfied, 9() Don't know

21a. Do you remember discussing the Guard/Reserve with a career counselor before you left the service?

- 23- 1() Yes 2() No }
9() Not sure } → (#22 NEXT)

21b. IF YES IN #21a:

About how long before you left the service was your first contact with him/her?

- 24- 1() Last week or two
2() Last three months, but not last week or two
3() Four to six months
4() Seven to nine months
5() Ten to 12 months
6() A year to a year and a half
7() More than a year and a half
9() Don't know
0() Not applicable

21c. How helpful do you feel your discussions with career counselors were? Were the discussions:

- 25- 1() Very helpful, 9() Don't know
2() Somewhat helpful, 0() NA
3() Only slightly helpful, or
4() Not at all helpful?

22. How useful has your experience in the service been since your return to civilian life? Would you say it has been:

- 26- 1() Very useful, 9() Don't know
2() Somewhat useful,
3() Only slightly useful, or
4() Not at all useful?

23. Have you done any of the following things since you left the service? (READ LIST)

- a. Gone back to school.....1() Yes 2() No -27
- b. Gotten married.....1() Yes 2() No -28
- c. Applied for a mortgage.....1() Yes 2() No -29
- d. Bought a home.....1() Yes 2() No -30
- e. Had a child.....1() Yes 2() No -31
- f. Applied for a loan, other than a mortgage.....1() Yes 2() No -32
- g. Taken out a loan, other than a home mortgage loan.....1() Yes 2() No -33
- h. Gotten divorced or separated.....1() Yes 2() No -34

24a. On the whole, how satisfied have you been with your ability to meet people and make new friends since you left the service? Would you say you are:

- 35- 1() Very satisfied, 4() Somewhat dissatisfied, or
- 2() Somewhat satisfied, 5() Very dissatisfied?
- 3() Neither satisfied nor 9() Don't know
- dissatisfied,

24b. And how satisfied have you been with your ability to meet your financial needs since you left the service? Would you say you are:

- 36- 1() Very satisfied, 4() Somewhat dissatisfied, or
- 2() Somewhat satisfied, 5() Very dissatisfied?
- 3() Neither satisfied nor 9() Don't know
- dissatisfied,

25. Do you think that, considering your skills and your interests, the National Guard/Reserve would offer you personally:

- 37- 1() A good choice of jobs and training programs,
- 2() Some choice of jobs and training, or
- 3() Little or no choice of jobs and training programs?
- 9() Don't know

26. Do you think it would help you in a civilian job if you were to be a member of the National Guard or the Reserves?

- 38- 1() Yes 2() No 9() Don't know

IF RESPONDENT IS NOT EMPLOYED (Q. 7a, PAGE 2) OR IS SELF-EMPLOYED (Q.8, PAGE 2), SKIP TO Q. 28.

27a. Are there other persons in your company who are current members of the National Guard or Reserves?

- 39- 1() Yes 9() Don't know
- 2() No 0() NA

27b. Does your company have a specific policy about National Guard or Reserves participation?

- 40- 1() Yes 9() Don't know
- 2() No 0() NA

27c. With respect to Guard/Reserve participation, would you say the company is:

- 41- 1() Positive, 9() Don't know
- 2() Neutral, or 0() NA
- 3() Negative?

27d. Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked with you?

42- 1() Yes
2() No (#28 NEXT)

9() Don't know (#28 NEXT)
0() NA

27e. IF YES IN #27d:

Would you say your supervisor was:

43- 1() Positive
2() Neutral, or
3() Negative?

9() Don't know
0() Not applicable

28. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) -- would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist? (READ LIST)

ENLIST		NOT ENLIST		Don't Know
Definitely	Probably	Probably	Definitely	

- | | | | | | |
|---|------|------|------|------|---------|
| a. Tuition assistance of \$2,000 per year, for up to 4 years..... | 1() | 2() | 3() | 4() | 9()-44 |
| b. Tuition assistance of \$1,500 per year, for up to 4 years..... | 1() | 2() | 3() | 4() | 9()-45 |
| c. Tuition assistance of \$1,000 per year, for up to 4 years..... | 1() | 2() | 3() | 4() | 9()-46 |

29. Now I'm going to read you a list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. (READ LIST)

AGREE		Neither	DISAGREE	
Strongly	Somewhat		Somewhat	Strongly

- | | | | | | |
|--|------|------|------|------|---------|
| a. Our country is too militaristic..... | 1() | 2() | 3() | 4() | 5()-47 |
| b. A nation should always be ready to fight..... | 1() | 2() | 3() | 4() | 5()-48 |
| c. People look up to a person in the uniform of the National Guard or Reserves..... | 1() | 2() | 3() | 4() | 5()-49 |
| d. It's important for our country to be able to use military force in its relations with other countries..... | 1() | 2() | 3() | 4() | 5()-50 |
| e. I would be proud to be a member of the National Guard or Reserves..... | 1() | 2() | 3() | 4() | 5()-51 |
| f. The National Guard and the Reserves are highly respected in my community..... | 1() | 2() | 3() | 4() | 5()-52 |
| g. It is unnecessary for us to spend billions and billions of dollars each year for military preparations..... | 1() | 2() | 3() | 4() | 5()-53 |

30. When you have a chance to do whatever you want, what sorts of activities do you like? As I read each of these activities, tell me if it is **something you like very much, something you like a little bit, something you don't particularly care about one way or the other, or something you dislike altogether.** (READ LIST)

	LIKE		Don't Particularly Care About	Dislike	OK/ Never Tried
	Very Much	A Little			
a. Dining out.....	1()	2()	3()	4()	9()-54
b. Working for a community group.....	1()	2()	3()	4()	9()-55
c. Visiting friends.....	1()	2()	3()	4()	9()-56
d. Participating in religious activities...	1()	2()	3()	4()	9()-57
e. Reading about foreign countries.....	1()	2()	3()	4()	9()-58
f. Working for a charity or a religious organization.....	1()	2()	3()	4()	9()-59
g. Fixing up a car or motorcycle.....	1()	2()	3()	4()	9()-60
h. Studying the stock market.....	1()	2()	3()	4()	9()-61
i. Going to a movie.....	1()	2()	3()	4()	9()-62
j. Talking with friends.....	1()	2()	3()	4()	9()-63
k. Reading articles on science.....	1()	2()	3()	4()	9()-64
l. Hunting.....	1()	2()	3()	4()	9()-65
m. Working for a political or social cause.....	1()	2()	3()	4()	9()-66
n. Fishing.....	1()	2()	3()	4()	9()-67

31. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is **something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or are very unlikely to do.** (READ LIST)

	LIKELY		Might or Might Not	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Talk to a recruiter for one of the military services.....	1()	2()	3()	4()	5()	9()-68
b. Look for a job, or look to change jobs.....	1()	2()	3()	4()	5()	9()-69
c. Look for a way to change the routine in your life.....	1()	2()	3()	4()	5()	9()-70
d. Look for a way to make some extra money in your spare time.....	1()	2()	3()	4()	5()	9()-71
e. Train for a new or higher level job..	1()	2()	3()	4()	5()	9()-72
f. Talk to family or friends about joining military service.....	1()	2()	3()	4()	5()	9()-73
g. Find out more about bonus programs or educational incentives for joining the military.....	1()	2()	3()	4()	5()	9()-74

32. Please tell me if you would be more likely to achieve your life goals if you enlisted in the National Guard or Reserves -- or, by some other part-time job or activity. Would the National Guard or Reserves be:

- 75- 1() Much more likely to enable you to achieve your life goals,
 2() Somewhat more likely to enable you to do this,
 3() Somewhat less likely to enable you to do this, or
 4() Much less likely to enable you to achieve your life goals than some other part-time job or activity?
 9() Don't know

33. People give various reasons for wanting to do things. As I read each of the following, please tell me how important or unimportant that reason would be to you personally for deciding to do something -- would it be very important, somewhat important, only slightly important, or not at all important to you personally? (READ LIST)

	<u>Very</u>	<u>Somewhat</u>	<u>Only Slightly</u>	<u>Not At All</u>	<u>Don't Know</u>
a. Having a bit more money than I have now...1()	2()	3()	4()	9()-76	
b. Being liked by other people.....1()	2()	3()	4()	9()-77	
c. Being able to use my time as I please....1()	2()	3()	4()	9()-78	
d. Having a good time.....1()	2()	3()	4()	9()-79	
				(2)-80	
				(DUP)-1-4	

34. Now, as I read these four items one more time, please tell me how likely you would be to accomplish each if you enlisted in the National Guard or Reserves. Would you be very likely to accomplish it, somewhat likely to accomplish it, somewhat unlikely to accomplish it, or very unlikely to accomplish it? (READ LIST)

	<u>LIKELY</u>		<u>UNLIKELY</u>		<u>Don't</u>
	<u>Very</u>	<u>Somewhat</u>	<u>Somewhat</u>	<u>Very</u>	<u>Know</u>
a. Having a bit more money than I have now.....	1()	2()	3()	4()	9()-5
b. Being liked by other people.....	1()	2()	3()	4()	9()-6
c. Being able to use my time as I please.....	1()	2()	3()	4()	9()-7
d. Having a good time.....	1()	2()	3()	4()	9()-8

35. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to occur? As I read each statement, please tell me if it would be **very likely to exist or occur, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to exist or occur:** (READ LIST)

	LIKELY			UNLIKELY		Don't Know
	Very	Somewhat	Neither	Somewhat	Very	
a. Losing a chance for educational progress..1()	2()	3()	4()	5()	9()-9	
b. Having a chance to show your abilities....1()	2()	3()	4()	5()	9()-10	
c. Taking too much time away from your personal and social activities.....1()	2()	3()	4()	5()	9()-11	
d. Being in combat during a disturbance or a war.....1()	2()	3()	4()	5()	9()-12	
e. Getting a chance to travel.....1()	2()	3()	4()	5()	9()-13	
f. Being called to active duty in case of civil disturbances or riots.....1()	2()	3()	4()	5()	9()-14	
g. Having military supervisors who would hassle or harrass you.....1()	2()	3()	4()	5()	9()-15	
h. Being called to active duty in case of war.....1()	2()	3()	4()	5()	9()-16	
i. Losing a chance to progress toward a solid job and job security.....1()	2()	3()	4()	5()	9()-17	
j. Learning self-discipline.....1()	2()	3()	4()	5()	9()-18	
k. Taking too much time away from your family during drills.....1()	2()	3()	4()	5()	9()-19	

36. Now I'm going to read you one last list of statements. As I read each one, please tell me if you **strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement.** (READ LIST)

	AGREE		Neither	DISAGREE		Don't Know
	Strongly	Somewhat		Somewhat	Strongly	
a. The Guard/Reserves have good, up-to-date equipment	1()	2()	3()	4()	5()	9()-20
b. There are too many choices a young person has to make in today's world.	1()	2()	3()	4()	5()	9()-21
c. The Active Forces are well-trained	1()	2()	3()	4()	5()	9()-22
d. The Reserves are needed to serve in combat roles during a military conflict	1()	2()	3()	4()	5()	9()-23
e. I like to become involved in projects in my community	1()	2()	3()	4()	5()	9()-24
f. The Active Forces have good, up-to-date equipment	1()	2()	3()	4()	5()	9()-25
g. In my spare time I prefer doing things with others rather than being by myself	1()	2()	3()	4()	5()	9()-26
h. I like to belong to organizations or groups which help me find more interesting things to do than being on my own	1()	2()	3()	4()	5()	9()-27
i. The Guard/Reserves are well-trained	1()	2()	3()	4()	5()	9()-28

37. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) -- would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist? (REPEAT FOR OTHER ITEMS)

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
a. A \$4,000 bonus for joining.....1()	2()	3()	4()	9() -29	
b. A \$3,000 bonus for joining.....1()	2()	3()	4()	9() -30	
c. A \$2,000 bonus for joining.....1()	2()	3()	4()	9() -31	

38. Would you say that military danger from other countries to the United States right now is:

32- 1() Very high, 3() Somewhat low, or
 2() Somewhat high, 4() Very low?
 9() Don't know

39. And now a few questions for classification purposes. Are you:

33- 1() Married, 3() Widowed, divorced, or (#41 NEXT)
 2() Single, (#41 NEXT) 4() Separated? (#42 NEXT)

40. IF MARRIED IN #39:

Is your spouse working?

34- 1() Yes (#42a NEXT) 2() No (#42a NEXT) 0() NA

41. IF SINGLE, WIDOWED, OR DIVORCED IN #39:

Are you planning to get married in the next 12 months?

35- 1() Yes 9() Don't know
 2() No 0() NA

42a. Do you own your own home?

36- 1() Yes 2() No
 3() Parents own home

42b. Are you planning to buy a home in the next year?

37- 1() Yes 2() No 9() Don't know

43. During most of your first ten years of life, did you live:

38- 1() On a farm, 9() No one place
 2() In a town,
 3() In a suburb, or
 4() In a city?

44a. Did you live with your father during most of that ten years?

39- 1() Yes

2() No

8() Refused } → (#45a NEXT)

44b. IF YES IN #44a:

What was the last grade of school or college your father completed?

40- 1() Less than high school graduate

0() NA

2() High school graduate

3() Vocational/training school after high school (PROBE)

4() Some college

5() College graduate or more

9() Don't know

45a. Did you live with your mother during most of your first ten years?

41- 1() Yes

2() No

8() Refused } → (#46 NEXT)

45b. IF YES IN #45a:

What was the last grade of school or college your mother completed?

42- 1() Less than high school graduate

0() NA

2() High school graduate

3() Vocational/training school after high school (PROBE)

4() Some college

5() College graduate or more

9() Don't know

46. Not including yourself, how many dependents do you have?

43- 1() None (#48 NEXT)

4() Three

2() One

5() Four

3() Two

6() Five or more

47. IF ANY IN #46:

Do you have any children below the age of six?

44- 1() Yes

2() No

0() NA

48. During your high school years, would you say you were an:

45- 1() A student,

4() D student, or

2() B student,

5() F student?

3() C student,

8() Refused

9() Don't know

49. How many brothers and sisters do you have?

46- 1() One

5() Five

2() Two

6() Six or more

3() Three

0() None

4() Four

50. I'd like you to think of your two best male friends and your two best female friends. (PAUSE) Have any of them joined the military or talked recently about going into the Active Military or the National Guard or Reserves?

47- 1() Yes

2() No

51a. Now I'd like you to think about what people who are closest to you might think if you were to join the National Guard or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard or the Reserves?

- 48- 1() Very pleased, 4() Somewhat displeased
2() Somewhat pleased, 5() Very displeased
3() Neither pleased nor displeased 9() Don't know

51b. I'd also like to ask specifically about the reactions of your spouse, fiance(e), or a steady friend. Do you think that, if you were to enlist in the National Guard or the Reserves, he/she would be:

- 49- 1() Very pleased, 4() Somewhat displeased, or
2() Somewhat pleased, 5() Very displeased?
3() Neither pleased nor displeased, 9() Don't know

52. If a National Guard/Reserve unit is close enough for you to join, or were close enough, how likely are you to join it in the next year? Would you say you would:

- 50- 1() Definitely join, 9() Don't know
2() Probably join,
3() Probably not join, or
4() Definitely not join a National Guard/Reserve unit close to you?

53a. Have you tried to find out if there is a Guard/Reserve unit close enough to you to join?

- 51- 1() Yes 2() No (#54a NEXT)

53b. IF YES IN #53a:

Is there one close enough for you to join?

- 52- 1() Yes 2() No (#54a NEXT)
0() NA

53c. IF YES IN #53b:

Does it have an opening for someone with your skills or training?

- 53- 1() Yes 9() Don't know
2() No 0() Not applicable

54a. Do you have a remaining military obligation?

- 54- 1() Yes 2() No
9() Don't know } → (#55a NEXT)

54b. IF YES IN #54a:

How much longer does your obligation continue?

- 55- 0() NA

WRITE IN

54c. How much does this obligation interfere with your current job or your ability to get a job? Would you say it interferes:

- 56- 1() A great deal, 9() Don't know
2() Somewhat, 0() NA
3() Only slightly, or
4() Not at all?

54d. How much does your military obligation interfere with your ability to move from one part of the country to another? Would you say it interferes:

- 57- 1() A great deal, 4() Not at all?
 2() Somewhat, 9() Don't know
 3() Only slightly, or 0() NA

55a. EVERYONE:

If you were to join a National Guard/Reserve unit, would you be allowed to transfer to another unit, or to go "inactive," if you moved to another geographic area?

- 58- 1() Yes 2() No 9() Don't know

55b. If it were possible to transfer or to go inactive if you moved to another geographic area, would that increase your interest in joining the National Guard/Reserve?

- 59- 1() Very much, 4() Not at all?
 2() Somewhat, 9() Don't know
 3() Only slightly, or

56a. What about further training -- if you could be sent to a full-time school to learn a new skill -- would that:

- 60- 1() Increase your interest in joining the National Guard/Reserve,
 2() Not affect your interest, or
 3() Decrease your interest in joining the National Guard/Reserve?
 9() Don't know

56b. And if you could be sent to a school to learn a new skill, on a part-time basis, would that:

- 61- 1() Increase your interest in joining the National Guard/Reserve,
 2() Not affect your interest, or
 3() Decrease your interest in joining the National Guard/Reserve?
 9() Don't know

57. I would like to ask you a few questions about the Individual Ready Reserve, the IRR. People who are in the IRR have had military training. They do not have to drill or serve actively, unless there is a national emergency during the time that they are Ready Reservists. You yourself are now in the Ready Reserve.

When you enlisted in the military you agreed to an overall six year service commitment. During the six years, any time which you do not serve in either the Active Military or in a National Guard or Selected Reserve unit, you serve in the IRR.

How likely would you be to sign up for an additional three years in the IRR, if you were to receive (READ ITEM)? Would you say definitely, probably, probably not, or definitely not? (REPEAT FOR OTHER ITEMS)

	Definitely	Probably	Probably Not	Definitely Not	Don't Know
a. A \$600 bonus?	1()	2()	3()	4()	9()-62
b. An opportunity to participate in a low cost group life insurance program?	1()	2()	3()	4()	9()-63
c. An opportunity to participate in refresher training -- that is, two weeks annually -- with full pay and allowances, and a monetary bonus of \$500 for three years service	1()	2()	3()	4()	9()-64

58a. How would you feel if the current six year military service commitment were extended to a ten year commitment in which the four additional years of service would be service in the IRR? Would you be:

- | | |
|------------------------------------|---------------------------|
| 65- 1() Strongly in favor, | 4() Somewhat opposed, or |
| 2() Somewhat in favor, | 5() Strongly opposed? |
| 3() Neither in favor nor opposed, | 9() Don't know |

58b. How would you feel about a requirement that all veterans who choose either to reenlist in the Active Military or to serve in a selected Guard/Reserve unit would also have an additional three year commitment to serve in the Individual Ready Reserve? Would you be:

- | | |
|------------------------------------|---------------------------|
| 66- 1() Strongly in favor, | 4() Somewhat opposed, or |
| 2() Somewhat in favor, | 5() Strongly opposed? |
| 3() Neither in favor nor opposed, | 9() Don't know |

58c. How likely would you be to reenlist in the Active Military or to serve in a selected Guard/Reserve unit if you also were required to serve three additional years in the Individual Ready Reserve? Would you:

- | | |
|------------------------------|-----------------|
| 67- 1() Definitely enlist, | 9() Don't know |
| 2() Probably enlist, | |
| 3() Probably not enlist, or | |
| 4() Definitely not enlist? | |

59. And, finally just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

- | | |
|---|-----------------|
| 68- 1() Hispanic, | () Other _____ |
| 2() American Indian or Alaskan Native, | WRITE IN |
| 3() Black, not of Hispanic origin, | 8() Refused |
| 4() Asian or Pacific Islander, or | |
| 5() White, not of Hispanic origin? | |

69-

70-

71-

72-

TIME ENDED: ____:____ (CIRCLE AM PM)

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

INTERVIEWER: _____ (# _____) DATE _____

73- _____

74- _____

75- _____

76- _____

77- _____

78- _____

79- _____

80-(3)

SAMPLE SEGMENT _____

END

FILMED

2-85

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